

PRINTERS' INK

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A JOURNAL FOR ADVERTISERS

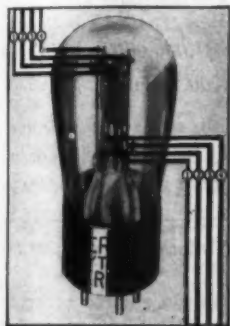
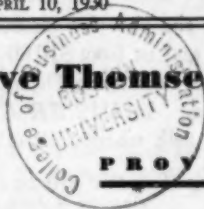
185 Madison Avenue, New York City

VOL. CLI, No. 2

NEW YORK, APRIL 10, 1930

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"The Eyes Believe Themselves"



THE RADIO TUBE is a delicate, sensitive instrument that takes a fragment of electrical energy and steps it up to a healthy impulse that will fill a room with sound. In its construction fineness has been indivorceable from fragility. Subjected to shock or excessive vibration the imagery of its interpretation is marred or distorted. • Then along came Eveready Raytheon Tubes — all fineness, all delicacy, but fortified with a new "four-pillar" con-

struction that proofs them against the jars and jolts of ordinary handling, and puts into your receiver all the sensitiveness that the craftsman puts into the tube. • Here was something immediately understandable to the radio public. Here was something unusually advertisable. The ordinary ear appeal of "better reception" was corroborated and strengthened by the graphic testimony of those visible "four pillars" of protection.

• Our advertising naturally built itself around the argument, "You can hear the difference and see the reason." Just as naturally, increasing thousands are buying Eveready Raytheons.

N. W. Ayer & Son, INCORPORATED

ADVERTISING HEADQUARTERS
WASHINGTON SQUARE, PHILADELPHIA

New York Boston Chicago San Francisco Detroit London

8000

RECENT TESTIMONIALS

IN DOLLARS--NOT WORDS

During the past few months more than 8,000 (*) concerns have each sent us from \$10.00 to \$15.00 for Thomas' Register, to use in their Purchasing Departments, for investigating, specifying and buying. An **UPPER CLASS—PAID—A.B.C.** circulation, in a field wherein all others are "Free Distribution."

More than 950 are in the "over \$10,000,000" class
(Increase of 250% in this class since 1926)

More than 3,000 are in the "over \$1,000,000" class

Average of all, "over \$100,000" each.


A majority were renewals—many also sent complimentary letters, *with their money*, thus emphasizing their appreciation and preference for the *Thomas guide*, based upon their experience.

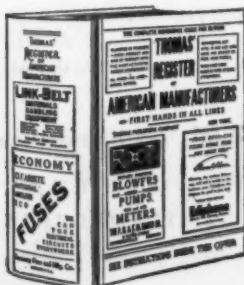
Thomas' Register is the Key to Purchasing Information in 25,000 (*) Important Concerns—all lines everywhere.

It shows all sources of supply for every article or kind of article (more than 70,000). Descriptive advertising therein of any product reaches the *right man* at the *right time*.

2,634 Concerns likewise testify to the *producing power* of Thomas', by buying space in it—95% more than appear in any other.

(*) Our subscription records indicate more than 25,000 users, at this time, but not all the last edition. Many use one edition for two or more years. The 8,000 above referred to cover a period of less than six months.

 **Send for A. B. C. audit for full details**



THOMAS PUBLISHING COMPANY,
461 Eighth Avenue, New York

THE BUYERS' MASTER KEY
TO ALL
AMERICAN SOURCES OF SUPPLY

4,500 pages, 9 x 12—Price \$15.00
Continuous Renewals, \$10.00 per year

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PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CLI

NEW YORK, APRIL 10, 1930

No. 2

Eleven Ways to Get Out of the Price Rut

The Problem of Depressed Price Levels Has Led Many Manufacturers to Ingenious and Effective Methods of Escape

By Roy Dickinson

There's always a price that is lower,
Take it from me, it's no guess,
There's always somebody will make it more shoddy
And sell it for quite a bit less.
Old Song.

TO translate the song into more specific prose we may state the same thought this way:

There is no product in the world that some person can't make a little worse and sell a little cheaper, and the buyers who consider price only are such a man's lawful prey.

Let us make no mistake about the prey part. The final result of any price war is a buyer who has not been fairly treated. He ends up with an orphan radio set, a debased raw material, or a bad taste in the mouth from smoking too many cigarettes bought at a store where he fought crowds to save approximately 18 cents.

He knows, deep down in his heart, that if he buys goods from an ignorant, arbitrary, or desperate maker or distributor, at less than the cost of producing them, the difference must come out of somebody's hide. Selling below cost puts firms out of business eventually. But in the meantime, firms which do sell on this basis only, can cause a lot of trouble to an industry.

What shall the manufacturer do who knows his own costs and sees his customers dropping away to buy from someone who sells on a price basis alone? Shall he ignore

the man who may be selling at less than cost on the theory that he will eventually go broke? Shall he fight him on price? Or shall he adopt a course designed to give his product a new standing?

That the matter of depressed price levels is a present and a serious problem is thoroughly proved by the questionnaire recently sent out under the auspices of the National Association of Manufacturers. Of the 850 manufacturers who answered in detail, more than 79 per cent stated that price cutting "is a major problem in our industry today."

How some manufacturers have used ingenuity to take their business out of the price class, at least temporarily, is a subject that brings many incidents and policies to mind. They divide themselves into eleven different policies, some of which overlap. With no attempt to place them in the order of their importance, I can't help thinking that they all depend for their effectiveness on one policy, suggested by my next door neighbor and his mule oil burner.

Yes, it is a mule, all right, without pride of ancestry or hope of posterity. He bought it a year ago. He bought on a price basis and saved \$84.

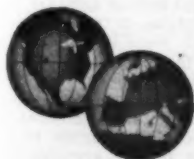
A man was foolish, he told the salesman representing the higher priced advertised product, to pay more for a motor, a tank and a few pipes. The salesman for the



FASCISTI ALL!

The bundle of rods which is on the United States ten cent piece; the red strapped fasces that lay over the left shoulder of the Roman Lictor; the name of the Italian Fascisti—all these signs and names say strength is in union. You can break a stick—but not a bundle of sticks. This is the kind of strength acquired by an advertising agency of many offices, of many experienced men and women, of many accounts widely diversified. It is a strength of unified judgment, emanating from long and world-wide business experience.

THE H·K·McCann Company ADVERTISING



NEW YORK
DENVER
MONTREAL
CLEVELAND

LOS ANGELES
SAN FRANCISCO
CHICAGO
SEATTLE

PARIS
LONDON
TORONTO
FRANKFORT, G.M.

men thoroughly on costs, the manufacturer must know his costs himself. Many a cost department records only direct labor to each product day after day and only that direct labor which does not show any irregularity. Many a cost department does not post special work or record special orders. Material is estimated in the most minute detail when the article is first put into production, but no records are kept to determine whether the actual material used corresponds with the estimate. Many other things are forgotten, such as spoilage tickets and other important items in cost control. Therefore, this one suggestion alone of training salesmen better means that the manufacturer must know his own costs thoroughly in order to post his salesmen on them.

Then, too, this means that the salesman must have definite sales talks to meet the argument, "Your price is too high." He must be able to convince customers that his product is a better buy. He must be able to sell the intangibles and the added values. The Cyclone Fence salesmen, for example, were given definite arguments such as long life, better appearance, and prizes were offered to the salesman who was able to list the most added values which he sold, in addition to the obvious ones inherent in his product.

2. Give salesmen a real incentive.

This again leads back into a question of management policy. With associations doing all they can to assist individual industries to a realization that volume is not the sole, or even in many cases an essential element of profit, it is not sufficient to tell a salesman to go out and beat his quota. If he is judged on a basis of volume alone, he is going to sell on price in many instances, and keep the price complex foremost in his mind.

Salesmen should be given a real incentive in selling the service and the added values back of the product. A salesman should be rewarded for opening up and selling profitable accounts rather than selling mere volume. He must be continually resold on his house and

on his industry and made to see that he is an important part of the profit-making mechanism of his firm. With many prominent industrial engineers urging the need of a new executive in industry, forced by the keen and pressing competition, who will be called the profit engineer, we come up against the necessity of giving salesmen a proper incentive to help them make more profits for the firm, and to keep down their overhead just as the president of the company is trying to keep down his.

To sum up these first two ways, consider the following incident. Paint for industrial purposes was sold on a price basis and there was a continual juggling of prices to meet competition. The du Pont company, in an attempt to take its paint out of the price class, organized a paint service for industrial buildings. It advertised that its object was to secure for a customer the right paint in the right amount and with the right method of application. In all its advertising to tell about this new service method of selling paint it used the physician's mark, and *prescribed* paint, rather than merely sold it.

Following out point No. 1, du Pont discovered that this type of selling required a new kind of salesman. The old type of salesman knew his prices, knew how to talk and argue specifications with the buyer, knew how to discuss deliveries. But that kind of man would not do. It was necessary to make over the selling organization and turn it into an engineering force. The three functions of paint:

1. Protection
2. Lighting
3. Appearance

were worked up into 125 standard prescriptions, a training course and research were instituted, and as a result the tendency to quote prices was put far down on the list for the new type of salesman. The advertising and the sales promotion were all designed to get permission for the engineer salesman to make a real survey. He was required to get so close to his

LEADERSHIP

In Editorial Matter Devoted to Home Building

AN impartial survey of the twelve 1929 issues of House Beautiful and the two other leading class magazines in its field firmly establishes the leadership of House Beautiful in *editorial matter devoted to home building*. Here are the exact figures by pages:

HOUSE BEAUTIFUL

326.7 pages

MAGAZINE No. 2

196.5 pages

MAGAZINE No. 3

160.14 pages

Almost as much matter on home building in House Beautiful as in both the other magazines combined—a significant fact that challenges the attention of every advertiser and his agency.

Editorially, House Beautiful always sticks to its last. It is the magazine of home building, furnishing and planting. Prospective home builders devour with avid interest its pages devoted to the thing uppermost in their minds and hearts—the building of a home. All is grist that comes to these readers' mill. With equal interest they scan the advertising pages—for they are riding a hobby—riding harder than they ever rode any other hobby in their lives.

That is why House Beautiful devotes so much space to editorial matter on home building—and why House Beautiful advertising pages are the best buy in America for the maker and seller of building materials, heating equipment, furnishings, shrubs and bulbs and the thousand and one things that go to make a modern home.

*Circulation 100,000 (A. B. C.) and More
Rebate-backed Guaranteed*

HOUSE BEAUTIFUL

A Member of the National Shelter Group

EIGHT ARLINGTON STREET

BOSTON, MASS.

Branch Offices

FIFTH AVENUE BUILDING,

NEW YORK CITY

TRIBUNE TOWER,

CHICAGO

UNION OIL BUILDING,

LOS ANGELES

RUSS BUILDING

SAN FRANCISCO

prospect that a floor plan of the machinery, what was done in each room and all other details which would apply to any one of the three main requisites of commercial paints, were included. To make a complete report required at least two to three weeks. Another week was taken to make recommendations which gave the owner a new angle on his own plant.

When a real report on paint needs was made it was not thrown away. The owner would read it from cover to cover. It provided each manufacturer with a paint guide. By selling the results and not the commodity, the du Pont company, even though it gave its salesmen an added inducement in the form of extra compensation, found that it could reduce the sales cost per gallon of paint in the industrial field and at the same time take its product out of the price class.

This incident illustrating the first two ways leads naturally to:

3. Sell the results, not the product.

Price has always been and always will be a secondary consideration, to the retail customer or consumer who needs the product and can be made to see that he needs it and can use it to advantage. The whole theory of automobile selling has been based upon this fundamental principle and radios came in as a strong second during a time when other products were struggling in price wars. At the present time other manufacturers have a brilliant opportunity to capitalize this real principle in selling. At a time when the whole textile industry was in a morass of price cutting and unbalanced production, Pepperell brought out colored sheets, new crib blankets, gold stripe shorts and other products and emphasized satisfaction of use. This principle applies to retail selling and to advertising as well.

Edison Mazda Lights are using full-page copy to emphasize that good light means better report cards. What mother thinks about the few extra cents of cost when her children's eyes are at stake?

"Poor light," says the copy, "causes eye-strain which often results in permanently impaired vision."

There are scores of incidents where this principle has taken a product out of the price class in a very short time.

So far we have talked about the selling end, primarily because unless the salesman and the sales promotion department follow up the policy set down by management no real good is accomplished. However, it is time we mentioned two principles which go right back to the fundamental of business:

4. Look at the product carefully.

It is entirely possible that the product itself has gone flat and stale. It may need to be freshened. Is the size right? Should an artist be called in to change the appearance of the package or the container?

The Frostilla Company, for example, when it made a consumer investigation concerning its sizes and its container, came out with a totally new angle on both which resulted in a great increase in sales.

News about a product has always been a sales stimulator. It has often taken products out of the price class. What woman is going to shop around to secure an imitation a little bit cheaper when she sees the recent full page copy in color of "Kodak's petite, vivacious lovely members of a fashionable family." They are described in the advertising copy as "gay as seventeen, feminine as Eve, smart as an Easter hat." Then the advertising goes on to point out that the woman who buys one of these will not only add remarkably good snapshots to her album, but also a bit of subtle flattery to her costume. Kodak freshened up its product by adding five alluring colors—green, gray, lavender, robins egg blue and a rich old rose, all in cases to match, to add a note of smartness to picture taking.

And as the manufacturer looks at his product to see whether a new idea, a new design or a new color can be added to it, let him also:

5. Look at the manufacturing processes.

(Continued on page 154)

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Read

Thorough Trading Area Coverage Through One Newspaper!

Milwaukee Third City in February Building!

BUILDINGS are going up at a record rate in stable, prosperous Milwaukee. After ranking seventh among all American cities in the value of 1929 building permits, Milwaukee climbed to third place in February, with a total of \$4,076,300—exceeded only by New York and Chicago.

Since the stock market collapse only three cities of more than a half million population have shown building gains. Of the three, Milwaukee was the only one, in fact, the only large city outside of New York, that showed a gain for the entire year of 1929 over 1928. And the first two months of 1930 brought further gains of 20% over the same period in 1929.

You can sell lots of things to people who are building!

THE MILWAUKEE JOURNAL
Hi FIRST BY MERIT HP

Read by More Than Four Out of Five Milwaukee Families!

Teach Salesmen to "Cultivate" Instead of "Canvass"

It Is Time for Old-Time Selling, Under a Modern Name, to Meet
Modern Conditions

By Henry Simler

Vice-President and General Manager, American Writing Machine Co.

LET us stop instructing our salesmen to "canvass their territories."

There is nothing we ask a salesman to do that he so dislikes, resents and fails to do, even to the extent of deception, as "canvassing."

When sales managers first used the word in conventions and their written manuals, they probably had in mind its broader meaning. To investigate a territory's possibilities, to follow-up prospects after investigation, to stimulate business by personal calls of any nature, was "canvassing" in the accepted old-time sense. To reason with a prospect, to consider a customer's needs, to establish a friendly footing and leave the way open for a return visit, was good "canvassing."

It was good "canvassing" to talk one's goods, to show that one wanted to serve, to go into a prospect's problems as applied to the salesman's products, and to try to create an opportunity to demonstrate his merchandise. To promote the interests of his house, to advance in his prospect's or established customer's esteem, and to improve the contact, was good "canvassing."

This style of "canvassing" has always built up business; it has built good-will and orders; "canvassing" resulted in customers who recommended the canvasser's merchandise to their trade and friends.

But it takes time to canvass a

territory. Salesmen who work on a salary basis will do it, and their house enjoys a profitable business with a well satisfied and well established trade. Commission salesmen have to be urged.

And not long ago a new element came into the picture—the high-pressure sales manager. From this dynamic individual's desk came the ultimatum: "Make a sale on every call — see only people who will buy — don't waste time with folks who are not immediate prospects."

The salesman who lacked imagination took this high-pressure doctrine literally, stopped his "canvassing," and won-

dered why his sales fell off. Often enough, when the fifteenth of the month found few orders booked, few inquiries coming in, he was told, as a last resort, to get out and "canvass."

Now when you canvass for orders, you're soon discouraged, especially if you work on a commission basis. You soon decide to call on So and So, who may be in the market now. You close everything in sight that you can force; and on the first of the month you have to hunt prospects with no groundwork canvassing to help.

So I say let's stop "canvassing."

Let's borrow an idea from the successful, old-time salesman, who still canvasses, though he may not admit it or even call his plan by that name.

Let's change our terminology

WHEN you ask your salesmen to "canvass" their territories it doesn't mean what it used to mean. The definition of that word has been changed by high-pressure sales managers. Salesmen don't like the word—but they still need to canvass, in the old sense. It's a matter of terminology. There is a better word today. It is "cultivate." It means what "canvass" once did.

Read Mr. Simler's definition and his suggestions.

How's Business????

In the last three months Iowans have used
70,673,965 gallons of gasoline* 20%
more than a year ago!



OK in Iowa

*Authority Ray Johnson, State Treasurer. He collects the gas tax.

Des Moines

is the key city of Iowa

The Register and Tribune

is the key newspaper of Iowa

Over 240,000 Daily

and ask our salesmen, not to canvass, but to "cultivate" their territories.

In order to *cultivate* a territory, we must awaken the imagination of our salesmen. Show them how necessary it is to get detailed information about their territories, about their customers' need for our product. Show how they can serve and not always try to sell on a cultivation call.

We must put over the idea that there's just as much of a thrill in accomplishing what you set out to do during a cultivation call as in securing an actual signature on an order blank. We must instill in our men the long-time viewpoint, get them to realize that every cultivation call establishes a sound basis for future large-scale selling. We must stress the thought that if a salesman *always* tries to sell and sometimes fails, he will stop cultivating his territory, just as he has stopped canvassing it.

To cultivate a field the farmer has to plow, harrow, plant, cut, gather, thresh and take his grain to the market before he sells. It's a long process to cultivate the soil.

Try to get volume business and you will fail, if you neglect to go through the same lengthy procedure, call it what you will. I say call it "cultivating" a territory.

Cultivating a customer or prospect is to render him sensible to the advantage of the product, sharpen his desire for it, convince him of the service he will derive from its use.

Cultivating means to promote your proposition, advance your interest, enhance the value of your merchandise in the mind of the prospect, foster his good-will.

Cultivating means to find the basis of your selling, build up confidence in you and your house and your goods, lay the foundation for future and continuous business.

Cultivating means to nourish the account, to nurse it along, to give service—not just promise it, to oblige the customer, to accommodate him, to consult his wishes, to humor him, to encourage him in the use of your merchandise.

To find more uses for your product, which means more busi-

ness, to be friendly, amiable, and not to waste your customer's time—this is cultivating a territory.

To cultivate a territory you have to serve an apprenticeship, to prove yourself, your house and your goods.

To cultivate a territory you must leave a prospect in that frame of mind which will assure your welcome when you return.

To cultivate a territory you must enter a prospect's office with a smile—not a grin—know your proposition, avoid discussion of matters which do not relate to your business and his, and then dismiss yourself without waiting until he hopes you will leave.

Cultivating a territory means to get all the information possible on which you can sell your product—by frequent cultivation calls. Then, if your work is well done, your customer will buy from you—you will not sell him—and a man who buys your product is a better satisfied customer than one to whom you sell.

George R. Martin Buys "The Mentor"

George R. Martin, publisher of *The World Traveler Magazine*, New York, has purchased *The Mentor* from the Crowell Publishing Company.

No change in the editorial policy or make-up of *The Mentor* is contemplated. Its first appearance under the new ownership will be the June issue.

A. E. Aveyard Advanced by Lord & Thomas and Logan

A. E. Aveyard has been elected executive secretary of Lord & Thomas and Logan, Inc., advertising agency. He joined the Chicago office of that agency in 1925 as an account executive and, last year, was appointed assistant general manager.

Syracuse "Herald" Appoints Prudden, King & Prudden

The Syracuse, N. Y., *Herald* has appointed Prudden, King & Prudden, Inc., publishers' representative, as its national advertising representative. This appointment becomes effective May 1.

Gobelin Chocolates to Badger & Browning

The Gobelin Company, Cambridge, Mass., miniature chocolates, has appointed Badger & Browning, Inc., Boston advertising agency, to direct its advertising account.

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New



*Just a Deposit
of \$9,299,159.21*

BANKED by members of the Florida Citrus Exchange alone, representing about \$3 a box market

prices—and the Exchange estimates 3,600,000 boxes yet unshipped, with prices rising both in northern markets and at the groves.

And it was said that the "fly" would materially cut down Florida prosperity this year!

No—agriculture in all forms is a continuous performance in Florida, making continuous selling opportunity for advertisers in the one Florida all-state (7-days-a-week) newspaper.

The Florida Times-Union
JACKSONVILLE, FLA.

Represented Nationally by
REYNOLDS-FITZGERALD, Inc.

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

A RADIO MARKET

BUILDING
SERVING
SELLING

National Advertising Representatives of
The Chicago Daily News in Other Cities

JOHN B. WOODWARD, Inc.
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JOS. R. SCOLARO
3-241 General Motors Building
Detroit

A. D. GRANT
711-712 Glenn Building
Atlanta

ARTHUR A. HINCKLEY
Room 624, 117 W. 9th Street
Los Angeles

C. GEORGE KROGNESS
303 Crocker First National Bank Building
San Francisco

THE CHICAGO
CHICAGO'S HOME NEWS

When radio was in its first critical days The Chicago Daily News pioneered in building an audience for its broadcasts, in building a market for its commercial products . . . established the first newspaper-owned broadcasting station in Chicago . . . created in its pages a daily Radio News department. ¶ Through the eight years that have followed The Daily News has continued this support of the market, developed and expanded its service to the radio public. ¶ Today WMAQ, its radio station, presents from one of the finest studio suites in the country a twenty - hour day of the best in broadcast. ¶ Its daily radio pages offer the most comprehensive service of technical and popular information on radio and its programs available in any Chicago newspaper. ¶ Here in Chicago is a great market . . . responsive, intelligent, willing and able to buy the best in radio. And here in The Daily News is a great medium—linked to this market by eight years of distinctive service to its needs.

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9th Street
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DAILY NEWS

HOM NEWSPAPER



TEST YOUR PLAN IN OKLAHOMA

aided by The Oklahoma Farmer-Stockman

Oklahoma is the ideal try-out market for determining the farm sales possibilities of any product.

73.4% of Oklahoma is rural and from 60% to 90% of the business in the state is done in rural communities.

For years Oklahoma has been among the leaders in agriculture. It ranked thirteenth among all the states in 1929.

Oklahoma is far enough away from industrial centers to be free from these outside influences. And finally, a single farm paper, The Oklahoma Farmer-Stockman covers the market thoroughly.

A.B.C.
Circulation
191,891

..THE OKLAHOMA.. FARMER-STOCKMAN

OKLAHOMA CITY
THE OKLAHOMA PUBLISHING COMPANY
THE DAILY OKLAHOMAN -WKY- OKLAHOMA CITY TIMES
National Representative: E.Katz Special Advertising Agency

Are Company-Owned Stores the Solution to Over-Production?

Perhaps Distribution Difficulties Would Fade Away If Independent Retailers Were Made Better Merchants

By G. A. Nichols

"WHAT we need today," a manufacturer remarked to PRINTERS' INK (by "we" he meant manufacturers in general), "is a new distribution formula. The plain fact is that we are producing more merchandise than we can profitably sell under the present scheme of things.

"Some of us are disposed to raise our eyebrows in a superior sort of way as we contemplate the mistakes of the farmer in this respect. But, if we think the thing through a bit further, we find that the manufacturer is by no means in a position to cast the first stone at the farmer; he, himself, is guilty of the same economic sin. What we need,

I repeat, is a new distribution formula—one that is fool-proof, one that will actually work."

It may be presumptuous to say so; nevertheless this manufacturer's pronouncement forces the thought that producers of merchandise in this country today, considering them in the mass, have too much formula already. They are so apparently bedeviled by the growing problem of how profitably to sell the over-production of this highly efficient machine age that they are almost in the position of the man who said he was willing to try anything once.

Consider, to cite one instance, how numerous organizations distributing through the retailer are jumping into the business of starting chain stores. They are play-

ing the old game of following the leader more blindly, and possibly more hopefully, than ever before. The leader, at the present writing, happens to be the chains; and the stark tragedy of the thing is that the leader is fully as bewildered as are the followers.

Bromidically speaking, here is an exaggerated case of the blind involuntarily leading the blind.

It is not a new formula that these manufacturers need; distribution difficulties would fade away very largely if they could—and they can—make the individual dealer a better seller. There is nothing new or thrilling about this oldest of merchandising fundamentals; but it can be

"WE need a new distribution formula." Variations of this thought are heard from manufacturers almost every day. The chain-store system of distribution has been so successful that it is no wonder that manufacturers should consider the establishment of their own stores as a possible solution to their troubles.

Mr. Nichols tells here why the chain-store distribution formula is impracticable for manufacturers. He points to a better, easier solution to the problem—a solution that is so obvious, and so old, that it is being overlooked.

applied now more resultfully than ever before.

The whole chain development, during the last five years, is really an amazing thing. Cold-bloodedly analyzed, it is an almost unbelievable case of somebody following somebody else.

Is the chain-store way really the answer? Does it actually remove the waste from the distribution process? Does it, in short, provide the strictly economic method of selling goods to the consumer which many producers are so eagerly seeking?

It obviously is not and does not.

The fact is that the larger established chain-store operators themselves, are not expanding now on the ambitious pattern that characterized their activities during the

last year or two. The year by year increase in their gross sales has been largely brought about by constant additions to the number of stores. Anybody can add to his sales volume this way so long as his money and courage hold out. But showing a satisfactory net profit on the individual unit of the chain is quite another thing; and upon the showing made by the individual unit is where the chain as a whole is going to rise or fall.

The net profits individually made by hundreds and hundreds of stores in some of the largest chains are actually smaller than those made by competing individually-owned stores of the same approximate size. Indeed, if the so-called independent dealer could not make more money he could not even hope to remain in business. It has been the chain theory all along—and a reasonably sound one—that unit store profits so small as to mean starvation under ordinary circumstances can be multiplied by hundreds or thousands and the total brought up to a reasonable figure.

Stores in this respect are somewhat like merchandise. It would be straightout lunacy for Woolworth to sell a few hundred dozen spools of darning cotton at 10 cents a spool. Purchased in such small lots, the manufacturing cost alone would be more than that. But, handled in lots of 5,000 or 10,000 gross, the faintest shadow of a profit can be made on each spool; and the shadow, after it is multiplied a few hundred thousand times, begins to assume substance. Even so, this sort of thing cannot go on forever; there can be so many units in the chain that, at length, the weaker ones are sure to pull down to the vanishing point the profits made by the stronger.

More Volume Per Store Is Needed

Here is exactly the thing with which the big chains are wrestling right now. They have established a selling machine that is comprehensive enough to take care of their selling opportunities for quite a while to come; and they are now extending themselves in an effort

to build up the individual unit. They have plenty of stores; what they now need, and what they are fighting for, is a larger sales volume per store.

A study of the figures showing chain-store sales, which are presented regularly in *PRINTERS' INK*, will illustrate what I am emphasizing. Consider, if you will, the case of the Piggly-Wiggly Corporation which, during the first eleven months of 1929, had sales of \$191,071,836 as compared with \$182,872,046 for the corresponding period of 1928, an increase of 4.48 per cent. The number of Piggly-Wiggly stores in operation on November 30, 1929, was 3,002 as against 2,855 on the previous November. Thus, while 1929 sales increased 4.48 per cent, the number of stores increased 5.14 per cent. A simple mathematical computation will show that the Piggly-Wiggly increase for the stores as a whole actually represents a slight loss for the individual store. Of course, it is necessary to take into consideration the fact that new stores do not hit their real stride during the first year of operation.

I am told that the chain stores have already acquired about nine-tenths of their possible percentage of the country's retail business as a whole (not dollars, but percentage), no matter how many stores they may have. Chain-store managements, it may be well imagined, knew this months ago, at any rate, judging from their present actions, they know it now.

Thus there is to be seen the truly remarkable spectacle of manufacturers and jobbers rushing into the chain-store business in an experimental effort to find the theoretically perfect distribution scheme, while the chains, themselves, recognize that they are even now within easy sight of the saturation point. As the leader decides he has enough stores for the present, the follower hastens to establish more. By the time the follower catches up with the leader he is doing something else. It is the same old story.

The present serious distribution dilemma has its genesis, not in ephemeral "conditions," but in the

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fact that up to a few years ago the country's best brains had been devoted to making goods rather than selling them. But the picture is changing and has been for some time; more brain power is being put in upon selling, and selling is becoming better. Colleges and universities, to mention one promising element that augurs well for the future, are earnestly trying to orient themselves so that scholarly research may be made in this more than important function and the results given to business. Perhaps, during the life of the new generation that is entering business, the net result of all this will be the perfected distribution plan that seems to be needed and that is now being sought in the free-for-all rush to enter the chain-store business. It is not too much to predict that within ten years the thing will have been fairly well worked out. But this does not mean that the retail selling of the country is going to be done via the chains; those who are proceeding on the opposite premise are in many cases chasing rainbows.

Meanwhile, inasmuch as it would be fatal for them to mark time while research is made in the hope that some new system may be devised, what are the bewildered manufacturers and wholesalers going to do?

There is one cheerful and affirmative thought to be brought up in answer to the question, and the thought is this:

The independent or individually-owned store, as distinguished from the chains, is now having thrust upon it the most glittering opportunity that has ever been known in all the history of merchandising. PRINTERS' INK has told about the furore raised by the radio assaults on the chains made by the interesting Mr. Henderson and a number of lesser imitators. PRINTERS' INK described this development conservatively and accurately, as well as with absolute fairness to both sides. But I wonder if readers have a full conception of the sheer and astounding bigness of the popular uprising against the chains that has come about within the last few weeks?

The attacks being made on the chains are utterly ridiculous to a considerable extent and largely untrue. Nevertheless, the chains have their backs against the wall and are definitely on the defensive. Candidates for office, including places as high as Governor, are campaigning on the issue, taking what they imagine to be the side of the common people against the chain.

Joseph M. Fly, formerly a prominent chain-store operator in the South who had a leading hand in organizing the National Chain Store Association, predicts that the agitation will proceed so far that the question will eventually be fought out as a major issue in a national election. Looked at from an economic standpoint, this prediction seems too absurd for words; nevertheless there are plenty of people, including myself, who would not be at all surprised to see the fight develop in just this way.

It seems, then, that now is the time of all times for the individual dealer to make his big play. The stage is set for him. Moreover, there is nothing done by the chain stores in the way of superior merchandising that he cannot do.

But manufacturers are likely to enter a demurrer to this argument right here and declare that they have been trying for the last fifty years to develop the individual retailer with but indifferent success. This is true; but the trouble is they have been working on the dealer too much in the mass, they have been seeking numbers of customers rather than developing individuals.

What they ought to do now, generally speaking, is to drop a large number of their present dealers and let them shift for themselves, and proceed intensively to build those who are fit. This, after all, is the simple and obvious answer; it is getting back to fundamentals that already are known to be effective and workable.

It may as well be understood, once and for all, that when distribution is finally developed to a place where it will be reasonably

comparable with production, it will be built around the individual dealer—the "independent" dealer as some prefer to call him. The chains have their place and they will continue to grow and prosper. But as a system for the country's merchandising as a whole to follow they are wildly and absurdly impossible. They are as strictly limited in their possibilities for expansion as are the retail mail-order houses—meaning that however much greater they may grow in the direction of volume as computed in dollars, they are not going to progress appreciably farther in the way of percentage gains.

Manufacturers and distributors in general, if they saw fit to speak their real thoughts, would doubtless say that there are more retailers in business today than could be absorbed properly into the country's economic set-up for fifty years to come. The situation then plainly calls for a radical and merciless weeding out. Rather than demanding more company-owned chain stores, which at best can only aggravate an already dangerously serious problem, it calls for a smaller number of dealers who are actually trained to sell.

This suggestion is not advanced as being original. It is, in truth, one of the oldest of the fundamentals. Two possible reasons, or excuses, for its not being adopted by manufacturers are these:

When you accept a formula—and the chain-store system is a formula—you are likely to stop thinking.

Or, if the chain-store formula has not yet interfered with the manufacturer's customary brain exercise, he shrinks from the ruthless task of putting an indefinite number of thousands of inefficient retailers out of their misery.

Acquires "The Club Fellow & Washington Mirror"

The Windsor Publishing Corporation, New York, owner of the *Teller* and *American Sketch*, has purchased *The Club Fellow & Washington Mirror*. The newly acquired magazine will be published on the 15th of each month, the first issue appearing in April. The magazine is devoted to society, sports, humor and satire.

Humphrey and Osborne & Powel Agencies Merge

The H. B. Humphrey Company and Osborne & Powel, advertising agencies of Boston, have been merged. The new business, which will have offices at 581 Boylston Street, will be known as the H. B. Humphrey Company.

H. B. Humphrey is president; Maurice M. Osborne, treasurer, and Thomas N. Metcalf, secretary. Richard S. Humphrey and Harford Powel, Jr., are vice-presidents.

The Humphrey agency was founded in 1886 and Osborne & Powel was started as Osborne & Company in 1925.

Mr. Metcalf, who joins the consolidation as a new member, was recently with the Raymond & Whitcomb Company as vice-president, in charge of advertising and window display. He was, at one time, associated as editor with magazines owned by Frank A. Munsey.

S. M. Fisher, Marshall Hough, M. J. Julian and S. C. Watson, of the Humphrey agency, and Mrs. Mortimer A. Seabury, of Osborne & Powel, continue as members of the staff of the new business.

Garcia Grande Account to Lesan Agency

Julius Klorfein, New York, manufacturer of Garcia Grande cigars, has appointed the H. E. Lesan Advertising Agency, Inc., New York, to direct its advertising except in the State of Michigan where it is being handled by the McManus O'Regan Agency, Detroit.

The Lesan agency has also been appointed to direct the advertising account of the Lambertville Pottery, Lambertville, N. J., a subsidiary of the Pierce, Butler and Pierce Manufacturing Company, New York. Business papers and architectural publications will be used.

C. R. Docherty, Sales Manager, Gatchel & Manning

Charles R. Docherty has been made sales manager of Gatchel & Manning, Inc., Philadelphia, photo engravers. He was formerly engaged in the photo engraving business at Omaha, under his own name, and sold his business last year to join the sales staff of Gatchel & Manning. He had previously been with Gatchel & Manning as an office boy, advancing to the position of assistant superintendent before entering business for himself.

W. Roy Barnhill with "The American Weekly"

W. Roy Barnhill has joined the advertising staff of *The American Weekly*, New York.

Chain Store Group to Meet

The National Chain Store Association will hold its annual convention at the Palmer House, Chicago, September 29 to October 1.

We'll Stick to This Story!

A newspaper's leadership over its field in this or that classification of advertising may prove any of a number of things. But nothing so proved can equal in importance to advertisers the fact of a newspaper's leadership over its field in circulation.

For if that leadership is consistent and of years' standing, it demonstrates beyond question that the paper having it is closest to its community's ideal of what a newspaper should be.

Thus to advertisers the most important fact about the Chicago Evening American is not the many classifications of advertising in which it leads its field, but that it is in its ninth year of circulation leadership over its field — for the last four years leading by over 100,000 copies daily.

CHICAGO EVENING AMERICAN

a good newspaper

Now in Its 9th Year of
Circulation Leadership in
Chicago's Evening Field

National Representatives:—RODNEY E. BOONE ORGANIZATION

The average daily
net paid circulation
of the

NEW YORK
EVENING
JOURNAL

for the month of
March, 1930 was

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DURING the first three months of 1930 the New York Evening Journal has shown steady, consistent gains in circulation. Below is listed a month-by-month tabulation showing the extent of this increase . . . and the gains over the same months of last year.

	<u>1930</u>	<u>1929</u>	<u>GAIN</u>
March	655,174	637,656	17,518 copies a day
February	652,717	629,701	23,016 " " "
January	648,186	638,882	9,304 " " "

The steadily increasing number of people who read the Evening Journal every day are making this outstanding newspaper a still better and even more productive medium for advertisers. ▲▲▲▲▲▲▲▲▲▲

NEW YORK EVENING JOURNAL

REPRESENTED NATIONALLY BY THE
RODNEY E. BOONE ORGANIZATION



Cake, Cake-Eaters and Advertising Results

Every day for a week Detroit women stormed the largest auditorium in Detroit to learn more about the art of cooking and home making in five sessions sponsored by The Detroit News. Each session saw several thousand more women at the doors than the capacity of the house would permit. When Detroit women will drop their daily work and ride or drive an average of six miles downtown to attend an event of this kind you may be sure that the newspaper sponsoring it means something to them. It is no idle slogan that The Detroit News employs when it calls itself **THE HOME NEWSPAPER**. It is all of that to Detroiters and it has been so for 56 years.

The Detroit News

THE HOME NEWSPAPER

New York Office:

I. A. Klein, 50 E. 42nd St.

Chicago Office:

J. E. Lutz, 180 N. Michigan

are scented with Yardley's Jessamine O'Devon, a sachet in the same form as Lavender Blossom. However, in the case of Jessamine the wrapper bears on the reverse side the notation: "Specially prepared for Cannon Mills, Inc."

The second variation of the new smell tie-up between manufacturer and perfumer indicates the possibilities that lie in co-operation between producers of different lines of merchandise. This is a merchandising and advertising plan, entered into by Onyx Hosiery, Inc. and Mme. Helena Rubinstein, which involves the placing of face powder samples in hosiery boxes. According to T. D. Wolfe, sales manager for Onyx, the tie-up came about as follows:

"The problem in styling hosiery always is to find the timely thing that will be fashionable. Naturally we follow closely the leathers to be used in shoes, but we also have to be alert for other fashion leads. This year there were rumblings of a fashion that matched coloring of face and legs, a development of last year's bare-leg vogue which really was an attempt on the part of women to have face, arms and legs form an ensemble of the same outdoor color.

Styled Scientifically

"If this ensemble were to become fashionable, it seemed wiser to style Onyx hosiery scientifically than to guess at the complexion shades which women would be most likely to want their stockings to match. So we went to Mme. Rubinstein and explained what we had in mind. She, as an authority on complexions, made clear that she was not so interested in mere current complexion fads as she was in giving her customers individuality. This was exactly what we wanted, too, and we then found that four basic types covered the general run of complexions." On the basis of these four, individual complexion powders can be prepared in infinite variety.

"Altogether, by co-operating with Mme. Rubinstein, we had an opportunity to make Onyx ho-

siery: (1) Merchandisingly right, because we could concentrate on four stocking shades which giped with her four basic powders; (2) fashion right, according to her expert opinion; and (3) news and advertisingly right, for our silk stockings would be the exact answer to what women were wanting. In addition, the powder samples give to our merchandise an attractive odor which women will like regardless of their preferences for personal odors. These samples will probably be used as sachets by many women."

The major problem in preparing a merchandising plan to tie up Onyx stockings with Rubinstein powders was that in attaching the name of a particular powder to a particular stocking there might be a conflict with the products of other perfumers in many of the stocking outlets, and vice versa.

On giving this further thought, however, it became apparent that if the styling of Onyx hosiery were right for Rubinstein powders it also would be right for any other leading powder line that was meeting the current vogue. Therefore, the problem became simply one of tying Onyx and Rubinstein products together in such a way that if retailers or consumers did not especially care for the combination, they could separate the two with no loss of good-will for either while capitalizing the fundamental matched-complexion idea.

"We began well before Christmas to present our plan to dealers," says Mr. Wolfe. "First of all we made clear that we were meeting a demand for stockings that would match individual skins instead of turning out stockings of certain sunburn colors and trusting that women would get tanned that particular shade so that their skin would match the hosiery."

"We coined a name 'Sunplexion' for the four shades being featured, and in February Onyx began national consumer advertising in three women's and general magazines for spring and summer sales. This advertising told just why Sunplexion stockings were the particular colors they are, and

CHARITY--

**and other things
-- begin at home**

MANY purchases for household needs are made in the store, but the decision—to buy or not to buy—is more often made in the home. If you can manage to get your product discussed in the household, you are well on your way to a sale.

The printing we are doing for national advertisers is aimed at this definite objective—to build up sales through argument and illustration presented in attractive form. It is designed to create first a friendly atmosphere, and finally a desire to buy.

You will be interested in seeing the samples that we will gladly send you on request.

CHARLES FRANCIS PRESS

PRINTING CRAFTS BUILDING

461 Eighth Avenue

- New York

Mme. Rubinstein's authority was quoted along with the name of her powders which matched each stocking shade. Beginning in March, Mme. Rubinstein began to advertise her powders as they applied to Onyx stockings. And thus each concern is getting the benefit of double advertising.

"In merchandising also each of us is getting double effect. For in practice what has happened to our idea is this. Onyx, in selling to its outlets, presents an unusually interesting sales plan in the tie-up between stockings and powders—items sold in different parts of the same store. Either the store likes the idea and is glad to take on the Rubinstein line along with the stockings or else it likes the idea but is tied up with some other perfume and powder manufacturer and cannot use the exact tie-up presented.

"In the first case, Mme. Rubinstein gets an outlet which she may not have had before, and her sales increase there. For we educate the store and its clerks to suggest with each sale of stockings to match complexion that a particular shade of Rubinstein powder is the one that goes with the stocking and can be had in the perfume section. In the second case, the dealer merely uses the brand of powder which he is featuring—our counter and window cards being so designed that the Simplexion idea can be stressed without names.

"The other way about, Mme. Rubinstein dozen or more lecturers educate toilet goods clerks to tell their customers when buying powder that a certain shade of Onyx stocking which may be had in the hosiery department is the one that matches the powders just bought. And we increase our sales."

According to Mr. Wolfe, there is no joint payment for any of this mutually helpful sales promotion or advertising. Each company pays its own bills. And while, on the one hand, Onyx estimates that it will give free distribution to close to 1,000,000 Rubinstein samples which are put into each stocking box, it will get in return the benefits of Rubinstein's advertising of

the Onyx tie-up in twenty-four magazines going to fields which Onyx advertising does not reach.

"Too, because the powders in the tie-up," explains Mr. Wolfe, "are standard ones and not for the moment only, there is no reason why returns from our co-operation should not continue to come in to both of us long after any momentary vogue is gone."

Appointed by Midwest Circulation Managers

R. W. Wohlford, circulation manager of the *Kansas Farmer*, Topeka, Kans., and country circulation manager of the Topeka *Daily Capital*, has been appointed general chairman of the membership committee of the Midwest Circulation Managers' Association. State membership chairmen are the State association directors and include: R. M. Danstan, Little Rock *Arkansas Gazette*; Floyd Hockenbuhl, director of circulation of the *Capper Publications*; M. D. Nicholson, Tulsa, Okla., *Tribune*; Mrs. Hazel Alford, Hastings, Nebr., *Tribune*; D. F. Steele, Pueblo, Colo., *Star-Journal*; and H. J. Leggett, Joplin, Mo., *News Herald*.

Organize New Philadelphia Typographic Service

The Typographic Service, Inc., has been organized with offices at 914 Walnut Street, Philadelphia. Harry Segal is president of the new company while associated with him are Frederick C. LaWall, J. P. Cunningham, Horace Williams and Martin McCleeny. Samuel A. Dalton, for nine years with Willens, Philadelphia typographers, the last four of which he was vice-president, will be general manager.

A. O. Perlitz with Sacks Agency

Arthur O. Perlitz, for ten years sales manager of the Tung-Sol Lamp Works, Inc., Newark, N. J., has joined The Sacks Company, Inc., New York advertising agency, as vice-president in charge of merchandising.

V. H. McClure Advanced by W. S. Hill Agency

Vinton H. McClure, for the last five years with the W. S. Hill Company, Pittsburgh advertising agency, has been advanced to the position of vice-president of that agency.

Dip-It Account to Morris-Harris Agency

Dip-It, Inc., Stamford, Conn., Dip-It dyes, has appointed the Morris-Harris Advertising Company, Chicago, to direct its advertising account.

Shake off any
entangling alliances
with habit and
view the great Detroit
market *as it is*
and not what it was
a few years ago.
Sales parity with
the leaders
can be most quickly
achieved by
signing a two party
agreement with
The Detroit Times

"THE TREND IS TO THE TIMES"

Represented nationally by the RODNEY E. BOONE ORGANIZATION

Oklahoma City's oil field keeps it one of the most desirable sales territories in America. ► Only 14 months old, this field has 7,500 workers; a \$42,500 a day pay roll; a \$47,000,000 investment in equipment and drilling costs; produced 6,961,144 barrels of oil during 1929 valued at about \$11,000,000; has 15 gas wells; 165 oil wells completed and 205 drilling; has 3 proven horizons on which to draw an untold amount of oil and gas in years to come ► This latter fact is giving a powerful stimulus to the industrial development of Oklahoma City. During 1929, 40 wholesale firms, 21 manufacturers and 106 retail establishments moved to Oklahoma City. Every week many inquiries are received about industrial sites ► Is it any wonder that optimism runs high in Oklahoma City; that wholesale and retail volumes are swinging steadily upward? ► An adequate schedule in the Oklahoman and Times will help to keep your sales in this market paralleling the steep incline of generally excellent business conditions ► The Oklahoman and Times, with 16,500 more circulation than all 18 other dailies in this territory combined, including the third Oklahoma City newspaper, will win and hold the 68-mile Oklahoma City Market for you at a single low advertising cost—to be exact, just one-half the 18-paper rate



THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

The Oklahoma Publishing Co.
 THE OKLAHOMA FARMER-STOCKMAN

FOR nearly a century the Detroit Free Press has been "the first thing each morning" in the life of the average citizen of what is now America's Fourth Market.



THIS newspaper has become as much a part of the daily routine as the morning tooth brush—but while the city can carry on without its dental scrub, it would be crippled for weeks if its only morning newspaper were to miss one day.



QUITE naturally, through this ninety-nine years of conscientious service, the Free Press has

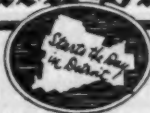
earned the belief of the populace—the respect of the occasional reader as well as the old subscriber. This is of particular interest to the buyer of space who knows that with the belief and respect of his audience he is very close to making a sale.



THE Free Press offers the one sure approach to this buying audience which represents the true spending power of the Fourth Market—with a quarter million believing families daily—a third of a million every Sunday.

The Detroit Free Press

FERREE &
National



CONKLIN, INC.
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Using Advertising to Counteract Unfavorable Propaganda

New York Cotton Commission Merchant Uses Trade Advertisements to Paint Picture of Real Mill Conditions in the South

THE Southern textile mills have been getting a great deal of undesirable publicity. The news from such towns as Gastonia, Marion and Elizabethton has been such as to create a distinctly unfavorable impression in those sections of the country which lie north of the Mason and Dixon line and west of the Mississippi.

There is no question that in certain villages in the South conditions have been bad. Even the most conservative of the mill owners can hardly deny this. On the other hand, there is no question that conditions in all parts of the South are by no means anywhere near so bad as reports would make them seem. Unhappily for the textile manufacturer, bad conditions are news. A sob sister can build an excellent story out of starving children, unlivable houses, oppressed workers, and the like, whereas a prosperous mill village, good schools, good housing conditions, and good wages make just another case of the dog biting the man—no news.

The Hunter Manufacturing & Commission Co. is commission house for more than sixty cotton mills, all of them in the South. The company is reputed to be the largest commission house of its type in the country. Therefore,

because of its size and because of the location of the mills which it represents, it has a very deep interest in the fact that Southern textile conditions have been getting, to use a theatrical expression,

Quality
 is the watch word of the
ALTAVISTA COTTON MILLS, INC.
 ALTAVISTA, VA.
 in the production of their
All Rayon Specialties
 for the Underwear, Dress Goods and Embroidery Trades
HUNTER
 MANUFACTURING & COMMISSION CO.
 38 and 40 North Street, New York

... A street of homes where mill operatives live.
 (Altavista, Virginia)

The Reader Is Left to Draw His Own Conclusions with the Evidence, Largely in Pictures, Before Him

a bad press. Of course, it is difficult to trace direct losses of sales to the false impressions created in the North, but human psychology being what it is, there is no doubt that a false impression does have its damaging effect.

Obviously here is an excellent opportunity for the propagandist to step in and paint glowing pictures of conditions in the South. Since that is the obvious course it is probably the short-sighted course. Therefore the company, after making a thorough study of ways and means of counteracting adverse pictures of the Southern textile situation, decided to call on business-paper advertising to do the job of creating among the trade, a true picture of what is

happening in order to correct bad impressions.

The company saw at once that a certain degree of subtlety was necessary to handle this situation. To create advertising which categorically denies that there is anything wrong in the South not only would be to paint an unbelievable picture but also would call attention to the very impressions which the company wishes to combat. Something quite different was needed.

The something different is the basis of the company's present campaign. Let us take a quick look at several Hunter advertisements.

The first pictures a quiet street in a typical country town. The houses are not luxurious but they are neat, well-kept and prosperous in appearance. A caption reads, "Peace and contentment reign in this attractive village. (Pomona Mills)" and the copy confines itself to this conservative statement: "These Husky Chambrays make husky playsuits for husky youngsters. If you manufacture play suits or work shirts—don't fail to see these unusual fabrics from Pomona Mills." The company's signature follows.

A second advertisement shows a modern school building with the caption, "No city has a more modern, progressive school than this one at Steele's Mill Village, Rockingham, N. C." Says the copy: "The trade recognizes the unexcelled quality of sheetings of print cloth yarns which are made up to 60 inches wide by Steele's Mills, Rockingham, N. C."

A third advertisement pictures an attractive bungalow with the caption: "Any city would be proud of such a modern, comfortable home as is enjoyed by one of the overseers at the Lancaster Cotton Mills, Lancaster, S. C." The copy says: "Standard print cloths and broadcloths of exceptional quality are a popular product of the Lancaster Cotton Mills, Lancaster, S. C."

Those three advertisements are typical of the three lines of attack used by the company. By picturing a school, a row of houses, or

an individual house the company is showing graphically that not all Southern mill villages are the living hells pictured by the radical writers. The captions and copy are simple statements of fact and avoid very carefully any obvious effort to argue with the other side. The reader is left to draw his own conclusions with the evidence, largely in picture form, before him. The cumulative effect of a series of such advertisements, with their variety of pictures, is bound to be favorable.

The success of the series cannot be judged by cold analysis of sales figures. Since the company is dealing with such an intangible as public opinion the only measure of success or failure is to be found in what effect the advertising has had on opinion. There is no better way of summarizing this effect than to quote portions of an editorial in the *Daily News Record*:

Already there has been a number of expressions from some who are happy in the knowledge that the horrible pictures which have been featured in the daily papers were not representative, but were exceptions, among the cotton mills of the South.

Bankers and buyers of goods are among those who have admitted that they did not appreciate that Southern mill villages contained such homes as those shown in the advertising by the Hunter Manufacturing & Commission Co.

In the silent series of testimony, the Hunter Manufacturing & Commission Co. has made an important and vital contribution to the cotton textile industry of the South.

Hunter advertising is proving again the value of advertising as a force to counteract unfavorable propaganda. By avoiding the spectacular and by letting facts speak for themselves the company has accomplished a difficult task in an effective fashion.

Electric Stove Account to Gale & Pietsch Agency

Gale & Pietsch, Inc., Chicago advertising agency, has been appointed to direct the advertising account of the Niagara Wall Socket Stove Company, Inc. The product will be manufactured by the Jewett Refrigerator Company, Buffalo, N. Y., and will be merchandised through the Utility Merchandising Bureau, of Chicago, New York and San Francisco.

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PUT

I Ask You, Must Figures Be as Dry as Senator Borah?

AS I sit here in my mahogany chair watching the world's most advertised sun do his daily dozen, the thought meanders around in my microscopic mentality that figures are friendly little beings, after all. I allude to digits and not to dames. ♦ ♦ ♦ Let's pick one up by the hind legs and see just what kind of a guy he is. *Maybe* he's triplets, or twins, or even quadrupeds. *Ah!*—This one we're dissecting is a whole *neighborhood*, as it were. Eleven digits long; well fed and happy; with the greatest character on earth giving him undeniable authority. *Here's* the just-mentioned character: \$—The eleven delightful digits are these—252,107,306.00. In other words, \$252,107,306.00! ♦ ♦ ♦ Which, I am given to understand, is a lot of money. At any rate, it's what Los Angeles housewives spend a year for groceries; representing a *per capita* outlay, *per family*, of \$754.73. Now this eleven-cylindereed figure is highly important—particularly to you *food* manufacturers, because you can get your heaping *share* of it in cash-registerable business *if you tell your story in the Examiner!* ♦ ♦ ♦ Just one more figure, Senor Sanka:—More than one-third of the 252 million our Los Angeles wives invest annually for these edibles is represented *daily* by this modern newspaper's circulation, which is considerably over 200,000. ♦ ♦ ♦ Figuratively, I trust I haven't been just another Borah!

LOS ANGELES EXAMINER

PUT YOUR MESSAGE BEFORE THE MODERNS

Benefits of Improving the Product

THE FOUR WHEEL DRIVE AUTO CO.
CLINTONVILLE, WIS.

Editor of PRINTERS' INK:

We are writing to ask if you have available or know where we may obtain information relative to the importance of appearance of commodities so far as promoting their salability is concerned. For a long time many members of our organization have felt that the FWD truck could be improved in appearance and that the improvement was desirable.

We are giving this matter of appearance much serious attention, for we feel that it is very important.

THE FOUR WHEEL DRIVE
AUTO CO.

W. M. HANSON,
Advertising Manager.

THE importance of styling, as related to improved design and color, has in the last decade received vastly enhanced attention as a merchandising aid. Familiar articles of wear and use, once made only in conventional design and in black or other conservative colors, are now obtainable in all the hues of the spectrum and in modernized shapes that would have horrified people of the 90's.

These alterations in shape and color were not made and retained because the manufacturers were bowled over by a brain-storm or passing fad, but because sales increased, advertising was stimulated, and consumers were unmistakably pleased.

In some cases a moribund line, and even a moribund firm, has been rescued from the doldrums and put on its feet again through the heightened interest that followed an improvement in the product.

So much does external appearance count with the modern consumer that certain candy and perfumery manufacturers pay scarcely less attention to the package or container than to the product itself. That is well known.

The most conspicuous recent example of the successful re-styling of an old product is, of course, the Ford car. The change in models was caused by a number of different factors. Prominent among them was the public trend toward

beauty and shapeliness in body design. The response to the Ford "Model A" is history. Since then there has been another improvement in outward appearance, with the result that it was recently announced from Detroit that the Ford company expects a larger business this spring "than in any other spring for the last five years."

Even city skyscrapers have undergone a marked evolution in shape and appearance; all kinds of mechanical products are improving their "stream line."

PRINTERS' INK MONTHLY has had seventeen articles bearing on the theme of improved designs in products, while in the last few years PRINTERS' INK has had forty-two. Among the products which in the last few years have been improved in design or color, or both, are mirrors, bed sheets, business furniture, radio cabinets, cutlery, coffee-pots, clocks, shoes, tooth-paste containers, typewriters, fountain pens, telephone receivers, corsets, tennis rackets, oilcloth, watches, suspenders, chinaware, blankets, cooking utensils and kitchen stoves. The advocates of improved design offer these points as proof of success:

1. Renewed interest among work-people.
2. Enhanced morale of salesmen.
3. Greater dealer interest.
4. Quicker consumer acceptance.
5. Revivified advertising.—[Ed.]

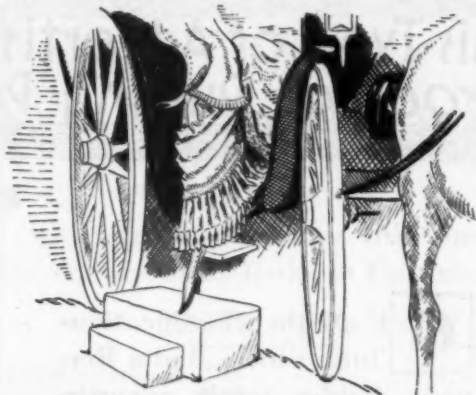
PRINTERS' INK.

E. M. Skinner, Chairman, Wilson Brothers

Edward M. Skinner, vice-president and general manager of Wilson Brothers, Chicago, general haberdashers, has been elected chairman of the board of directors of that company. He has been with the Wilson firm since 1894, having been appointed general manager in 1902. In his new position, he succeeds the late M. H. Wilson.

Chewing Gum Account to Power Agency

The Clark Brothers Chewing Gum Company, Pittsburgh, has appointed the Edward M. Power Company, Inc., advertising agency of that city, to direct its advertising account. Plans for this year include radio advertising.



"Ankle Protectors"

Advertisements featuring silk stockings are conspicuous by their absence in the age-dimmed copies of the Examiner's 1880 files. Milady doubtless accounted their lustre an artistic if not an economic waste, in that day when "tiny feet, like mice, crept shyly in and out." The occasional, unavoidable gap between heel and hem was discreetly screened by shoes.




The Examiner, born in that bygone era of the high topped shoe, was already well on the way to its 34-year record of consistent advertising and circulation supremacy when the first feminine Oxford appeared on the streets.

Its advertising columns foretold that famous event—as they have every fluctuation of fashion for the past 50 years.

SAN FRANCISCO EXAMINER

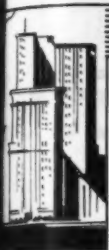
IN NEW YORK CITY W. W. CHEW, 285 Madison Ave.
 IN DETROIT A. R. BARTLETT, General Motors Bldg.
 IN CHICAGO J. D. GALBRAITH, 612 Hearst Bldg.
 IN SAN FRANCISCO F. W. MacMILLAN, Hearst Bldg.

This Type of Advertising Proof of Pulling Power



OF all the classifications into which Media Records divides retail advertising, only a few are vitally significant as proof of pulling power. These few account for the vast bulk of total retail space. They represent advertising that can be definitely checked because of universal appeal and direct and immediate results. The comparative status of a newspaper in these weather-vane classifications is the key to advertising effectiveness.

For example. Indianapolis merchants, again in 1929, placed *more...* Boot and Shoe... Clothing... Department Store... Drug... and Grocery... advertising in the 6 issues each week



of The News, than in both other papers combined with 13 issues weekly.

And here is how this emphatic endorsement looks in figures:

	News LEAD over 2d paper with 7 issues	News LEAD over 3d paper with 6 issues	News LEAD over both papers with 13 issues
Boots and Shoes.....	185%	73%	8%
Clothing Stores.....	120%	98%	14%
Department Stores.	82%	305%	26%
Drug Stores.....	216%	199%	54%
Grocers.....	3242%	148%	131%

For 35 consecutive years The News has been the *first* paper in Indianapolis . . . again in 1929 by the greatest lineage margin in its 60-year history. Circulation, for the first 3 months of 1930 is 6,000 in excess of the same period last year. Now as never before, in this inviting Indianapolis market,

The News . . . ALONE . . . Does the Job!



**The
INDIANAPOLIS NEWS**

Sells The Indianapolis Radius

DON BRIDGE, Advertising Director

New York:

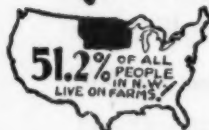
DAN A. CARROLL
110 East 42nd St.

Chicago:

J. E. LUTZ
Lake Michigan Bldg.

343,378 busy KITCHEN ~~NETTES~~ to keep going!

here



YOU should look into the 343,378 busy kitchens in Northwestern Agropolis, where farm wives prepare the big meals for 1,610,000 people three times a day.

Delicatessens would starve to death here. But—for the manufacturers of food products, ranges, refrigerators and kitchen utensils—what a market!

Northwestern Agropolis (farm homes) is the primary residential district in the territory, comprising 51.2 per cent of the population. Reach these homes through THE FARMER, their weekly paper, which has more circulation in the territory than any other publication of any kind.

THE FARMER
and
Farm Stock Home

SAINT PAUL, MINNESOTA

New York Office: Wallace C. Richardson, Inc., 250 Park Avenue
Chicago Office: Standard Farm Papers, Inc., 307 N. Michigan Ave.

Member Standard Farm Paper Unit

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"Wild Man" Saunders and Old Man Dignity Swap Wallops

Showmanship Is Better Than Dignity in Meeting Issues Such as the Henderson Radio Propaganda, Says Clarence Saunders

By Richard Forde

IT is with mingled emotions that advertisers, always ready to learn from the other fellow, are viewing the present spectacular and rather entertaining mud-slinging match between Clarence Saunders of Piggly Wiggly fame and now president of the Clarence Saunders Corporation, and W. K. Henderson, the Shreveport iron manufacturer whom fate or fortune shoved into being a Santa Claus for the home town and the "independent" dealer.

Some say the fight over the chain-store issue in which these hot-headed Southern gentlemen are having the time of their young lives, each using his favorite advertising medium—Saunders, the newspaper and Henderson, the radio—indicates a shocking departure from good taste and good manners. Others regard it as effective advertising. But all are talking about it; for each is getting his message, in a forceful way, to the people he wants to reach, and this is more than you can say for some other advertising.

A Memphis friend of PRINTERS' INK sends me a page advertisement from a local newspaper in which Mr. Saunders affectionately informs Mr. Henderson that he is "a shiny-eyed rat, with glittering eyes and a gnawing mouth." The text refers repeatedly to the Shreveport radio orator as "Rat" Henderson, and insists that he is a liar and a lot of other undesirable things.

My Memphis correspondent (and

I received copies of the same advertisement from Louisville, Chattanooga and Little Rock) says that the whole town—including even the negroes on Beale Street—chuckled over the "Rat Henderson" attack for days. This man is the exact opposite from being an admirer

of Clarence Saunders; yet he declares, with an air of knowing what he is talking about, that business in the local Saunders stores has been steadily increasing ever since the fun started.

The sheer daring of the thing—it takes more courage to call a man names in print than over the radio—seems to have caught the popular fancy almost as much as has Mr. Henderson's classi-

fication of certain mythical Wall Street personages as loafers, polecats, et cetera.

As between showmanship and dignity of the kind used by most of the other chains in their advertising, Saunders thinks there is not the slightest room for choice; he takes showmanship every time. I am not saying he is right; but the answer seems to be that his presentations, some of which are, frankly, radical departures from good taste and even a bit silly, sell more goods than the highly proper advertising done by other chains that are directly competing with his stores. Professors of English, advertising writers who take their profession seriously and many other people would not think of entering a Saunders store after

... Whatever he be that
guy Saunders is in this town.
Tis the trumpet blast! Hear
ye, Oh hear ye! Martial
strains pour from the band.

BELIEVE it or not—that
is an excerpt from a full-
page advertisement. And
just to make it a little more
difficult to believe, we might
add that the copy was captioned:
"That Guy Saunders! Long Whiskers! He
Has Them Not."

If there is any wrong way
to advertise, this certainly
must be it. But it sells goods
—which may or may not be
an adequate explanation.

reading some of this advertising. But a greater number would and do. And the great American dollar has exactly a hundred pennies in it, no matter who brings it into a store, chain or otherwise, and exchanges it for things to eat.

Clarence Saunders' advertising philosophy, as he related it to me when, in behalf of PRINTERS' INK, I visited him in Memphis, seems to be one of using the appeal that will reach the greatest number of people in a community and to make that appeal dignified or clownish as may seem to be called for by the circumstances.

"Honest Indian, now; what do you think of my advertising?" he asked.

After some politely evasive answers, at which he raised his eyebrows, I told him I did not like it at all.

"Well," he replied, "I don't like it either. Frankly, I think some of it is terrible. But to whom am I writing this advertising—to myself or my trade? If I were writing it to myself, it would be entirely different; it would at least be expressed in grammatical English. I did not stumble into this style of advertising merely as an expression of my own personality, as some people seem to think; it is a deliberate and carefully thought out policy based on what I believe to be a knowledge of applied psychology and of human nature. In other words, I approach the people in a way that I think is the best from a standpoint of selling them groceries, and this is just the way it has worked out.

"The ideal chain-store advertisement, to my mind, is the one containing the institutional element. This is why I insist that all Saunders Stores shall have editorial introductions to their advertisements whenever possible. I regard this of such pre-eminent importance that I write every word of the introductions myself and insist upon the stores using them without change.

"The benefit of our plan is that it builds a business radiating a certain highly individualized personality that cannot be duplicated by

competitive stores. I do not claim to be the world's greatest advertising man, but I do declare that much of the general advertising we see today is weak in that it was obviously conceived and written to please the copy writer, the layout man and the company rather than to sell goods to the customer. If I may presume to advance a suggestion to advertisers of all degrees, it is that they should know their trade accurately and then plan their printed messages in a way that will make them have the strongest influence upon that trade, rather than to produce something that will meet their own ideas of dignity and so on."

When the Henderson menace began to be felt, it was characteristic that Mr. Saunders should go out to meet it with the same style of copy that he had found so effective in selling his goods and in meeting other crises.

Showmanship Again

Mr. Saunders' belief in the economic solidity of the chain-store idea is almost fanatic. But he recognizes the strength of the Henderson tirades, and the source of that strength he believes to be the picturesque way in which they are presented. The showmanship element again. Therefore, if people will so readily accept as law and gospel a lot of fallacious ballyhoo for which there is no foundation, he thinks they will be equally ready to accept economic truths if they are dressed up in the same kind of verbiage. Hence, if Henderson calls names, Saunders will call names also; if Henderson can create a strong case against the chains by the use of coarse custard pie humor sent out through the air, Saunders can come back through the newspapers with messages for the chains expressed in language no less entertaining to the mob, or even more so.

"It is all well enough to be dignified and reserved," he said, "but when you want to convey an advertising message you have got to tell it in language that will appeal the strongest to the trade you are trying to reach. Advertising sells goods, but the biggest thing it has

Morning Leadership In Los Angeles

The Los Angeles Times during 1929 led the morning field in all the 24 classes of advertising given below.

Agriculture
Amusements
Banks—Financial
Books—Publishers
Building Material
Cafes—Restaurants
Churches—Lectures
Cloaks—Millinery
Department Stores
Druggists
Foodstuffs—Markets
Hardware—Plumbing
Hotels—Resorts
Machinery
Medical—Sanitariums
Miscellaneous
Proprietary
Real Estate
Schools, Dancing
Shipping and Storage
Shoes
Sporting Goods
Transportation
Want Ads

Los Angeles Times

Eastern Representative: Williams, Lawrence & Creamer Co., 360 N. Michigan Bld., Chicago, 285 Madison Ave., New York. Pacific Coast Representative: R. J. Bidwell Co., 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

to do, in opening the way for the sale of goods, is to sell the institution. When the institution is attacked, is one going to proceed serenely along his way, and if he answers the attack at all, tell his story in a way that appeals primarily to himself? Or should he fight back in his advertising pretty much as he would if he were meeting his detractor face to face? The latter is obviously the better way; at any rate I have found it so. It is a capital mistake, in my estimation, to take refuge in silence or injured dignity when one's business is attacked. Advertising space, within proper limitations, is available to the injured person and he makes a serious mistake if he does not utilize it."

It is a part of the Saunders advertising creed that people like, or at least respect, a hard-hitting fighter who is not always overly polite in the things he says in his advertising. Particularly is this the case, he believes, with the ordinary mine run citizen—the class that seems to constitute the bulk of Mr. Henderson's following. He thinks also that when one sees trouble coming he should go out to meet it and advertise his own story to his trade before his opponent gets in the full force of his work.

Just one instance not unlike the present Saunders-Henderson imbroglio:

The union butchers employed in Saunders Stores at Memphis went on strike because Mr. Saunders would not allow his grocery clerks to cut and sell meat on a certain Labor Day; he closed the stores instead.

"I discharged the men," he said, "and the head of the union came to me with a demand that I should immediately restore them to their jobs. If I should refuse he would immediately declare a boycott on our stores in this section and advise union workmen of all kinds to refuse to buy from us."

Next morning full-page advertisements, signed by Clarence Saunders personally, appeared in the Memphis newspapers informing all union men that under no circumstances would they be welcome in

the stores; their trade was not wanted and would they be good enough to stay away. Of course there was no boycott after this; there was nothing to boycott. The dispute was subsequently adjusted and the union men returned to work.

Certain competitors have called Saunders crazy, just as W. K. Henderson is calling him now, and here is the way he discussed this point in a full-page newspaper advertisement when he opened a store in Dallas:

THAT GUY SAUNDERS!
LONG WHISKERS! HE HAS THEM
NOT

Horns! He has them not. A rabbit? He is not. Who the h... is that guy Saunders? A prophet? No! A bum? No! Didst one say: that a fool he be? Didst another say: crazy?

Whatever he be that guy Saunders is in this town. 'Tis the trumpet blast! Hear ye, Oh hear ye! Martial strains pour from the band. Some jazz issues forth. 'Tis calling to the blood—be brave—be young—be gay.

Hear ye, oh people within the city's gates. Hear ye, oh people of the countryside—a death is near—the black angel hath beard and will hearken.

Banners fly and happy hearts sing the jubilee for the day has come for High Prices to trail in the dust. Yea! But how come? What's all the shooting about? That guy Saunders is in town with his newest Clarence Saunders Store.

Fool! Crazy! Go to it old boys with your long whiskers and pious faces and let's have all the ugly words that can squeeze through your teeth for that guy Saunders has heard himself called fool and crazy many a day while he battered down High Prices—making 'em Cheaper and Cheaper.

Glory be, that that fool Saunders, or crazy, doesn't mind what they say for he minds only one thing and that is to be one of the High Price gang who call themselves smart—and he will not be.

That guy Saunders is ready to prove in this town whether he's a fool—whether he's crazy or whether he just sells 'em Cheaper and Cheaper.

See This New Clarence Saunders Store and Make Up Your Own Mind.

The general theme of the Saunders advertising is low prices and he believes that the way to emphasize these prices is to dramatize them through introducing the jazz element into the advertising. Here is an example of this as



"DOWN to the SHIPS"

by HARRY ACTON

(who runs the "On the Gangplank"
column in The New York American)

This is supposed to be an out-and-out advertisement for The New York American. Well, I don't see that it's going to do the old sheet any good to tell advertisers how many of the American's readers are liable to pack up their duds and strut up the gangplank of one of these boats just on the day a big advertisement appears. But, if the truth must out, that's actually what might happen. The wild sea waves seem to have an uncanny lure for American readers. The queries I get! About this boat and that. And the post cards I receive! Sometimes I think the American is read by a tribe of globe-trotters. Of course, I suppose all this indicates that there's money in this circulation. And, I understand, money is one of the chief delights of advertisers.

THE

NEW YORK AMERICAN

PUT YOUR MESSAGE BEFORE THE MODERNS

THE EVENING SUN, BALTIMORE, TUESDAY, MARCH 25, 1930

Business In Baltimore Is Good

The demand for electricity and gas is a good barometer of the general business situation in the City.

The output of electricity for the two months of January and February of this year showed an increase of 9.33% over the same months of 1929.

The output of gas for the same two months showed an increase of 3.01% over the same period of last year.

The Company has now in its working forces 712 more employees than at this time last year, made necessary by increased operations and construction work.

The Company is expending nine and a half millions of dollars this year in extending its plants, electric and gas lines to meet the increasing demands for its service. This is not only an expression of faith in the business situation but is based upon new business actually in sight.

Baltimore is growing rapidly and growing this year

If everyone realized this fully and talked daily, there would soon be still more profitable employment for everybody.

The Gas & Electric

--and **THE SUNPAPERS**
are growing
with **BALTIMORE**

THE SUNPAPERS
in March

Daily (M & E) 300,803

7,281 Gain Over March, 1929

THE



SUN

MORNING

EVENING

SUNDAY

JOHN B. WOODWARD, INC.
Bowery Bank Bldg., 110 E. 42nd
St., New York.

C. GEORGE KROGNESS
First National Bank Bldg.
San Francisco

GUY S. OSBORN, INC.
260 Michigan Ave., Chicago

JOSEPH R. SCOLARO
General Motors Bldg., Detroit

A. D. GRANT
Constitution Bldg., Atlanta, Ga.

Names, Dates, Places

The business man need penetrate no veiled allusion to get the news out of *The Business Week*. It is specific.

Hence the sharp sense of being well informed is enjoyed by its readers—and the habit of men of major affairs to reach for this lively periodical the minute each issue comes to hand.

THE BUSINESS WEEK

The Journal of Business News and Interpretation

NEW YORK • CHICAGO • SAN FRANCISCO • DETROIT
ST. LOUIS • PHILADELPHIA • BOSTON • CLEVELAND
GREENVILLE • LOS ANGELES • LONDON

A MCGRAW-HILL PUBLICATION

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shown in the introduction to a recent Memphis newspaper advertisement:

POPPING EYE BALLS!

Pop! Pop! KEEP ON POPPING!
Sole Owner cuts the price—makes 'em Cheaper and Cheaper to see the eye balls of competitors pop. Yea, pop with envy, with surprise, with anger, with thoughts of the devil perhaps. Pop! Pop!
Come Today, Memphis Folks, and Let's Step on the Gas for Some Big Business.

Here are a few typical headings of Saunders newspaper advertisements in various towns, which go a long way toward explaining how he happens to be fighting the Henderson propaganda in such vigorous fashion:

Laughing Hyena
Mr. Mule to Mr. Cow
I'm That Bony Nut
Bragging Again
My Beans Spilled
Dance Little Devils
Fried Chicken? No, Not Yet
If I Was a Cat
That Meanest Man
There Ain't No War
A Cracked Head
That Dynamite Kid

There ain't no such thing as English grammar if one is to take Saunders' advertisements as a criterion. At the opening of a store in Covington, Ky., a newspaper advertisement was headed: "It's a Wild Time! Right in the Middle of This Here Town, Folks," and went on, in part, like this:

We done pitched our tent in these here diggin's. Sam and Bob, they done welcum us. Miss Mary, she done said we's her show place for this town. Aunt Sue 'lowed she ain't never yet seed no sich doings as We Us & Co. am going to do in this town.

Honey and 'lasses they both am sweet, but what sweetness do dem words Cheaper and Cheaper put in my guzzle! Ladies, swing dem corners and get ready for that New Circus Barnum what sets his tent in our midst. Gentlemen, thar's good times for ye in this spot on the green earth at last.

This ain't no ordinary store. You bet 'em Sweet Papa—this is a real store—full of bargains and ever so convenient. You just wait on yourself like it belonged to you. Come right in—help yourself to as much as you want. We wrap everything in a nice paper sack and take it to your auto if the package is large. All we ask you to do is smile at the bargain, pay the small amount asked according to the price tag

and we will say: "Thank you!"

Folks, no use to say this is a crazy ad for I know it, just like you do, but listen, while I tell you, if I had said only what one would have expected, nobody would talk about me and call Clarence a "nut." Not that I like to be called "nutty" but, sure enough, I would rather have this said about me than nothing. So go ahead and express yourself, but most important of all, come to the opening of my new store.

In a recent dignified digest of chain-store advertising methods I read this:

"Clarence Saunders in his long experience with Piggly Wiggly advertising developed a considerable amount of ability in the way of showmanship. . . . While most of the chain companies prefer to maintain a more dignified style of copy, some of the competitors of Clarence Saunders report that his advertising seems to be quite effective."

If "extremely" were substituted for "quite" the observation would be more accurate. Mr. Saunders gave me a big book entitled "Advertising Copy for Clarence Saunders Stores," containing several hundred headings and introductions for operators to use in their newspaper space. Leaf through it and you will conclude, as I did, that if there is any wrong way to do advertising this certainly is it.

But it sells goods. It seems to work in one community as well as in another. In blasé Los Angeles, for example, Saunders opened up twenty-five new stores all in one day and full-page newspaper advertisements announced that "The Wild Man Is in Town."

People are people, it seems, whatever may be their habitat. And so Saunders plays on their emotions in his newspaper advertising just as does "Old Man" Henderson over the radio; and he thinks the chains could profitably follow the same plan in meeting the Henderson onslaught.

Heads Package Design Corporation

Edwin H. Scheele, formerly art director of the Package Design Corporation, New York, has been elected president of that corporation.

Postmaster-General Favors Higher First- Class Rate

THERE is a probability that Congress will be asked to revise the present postal rate structure and the recommendations will propose an increase in the rate for first-class mail to two and one-half cents. Whether the probability becomes an actuality depends upon the completion of a study now being conducted by the Post Office Department.

The fact that the department is contemplating such a recommendation was made known by Postmaster-General Brown in an address which he delivered before a recent meeting of the Bronx Board of Trade, New York. An advance of a half-cent an ounce on first-class mail, he stated, would enable the department to balance its budget. He pointed out that if the rate had been increased to the average level of commodities, the first-class rate today would be three and one-half cents, and that if the rate had been increased in the same ratio as wages and services, it would be seven cents an ounce.

The history of the postal service was reviewed by the Postmaster-General to show how the department is called upon to assume the burden of charges which are non-postal in nature, services which are performed for the public generally and which should be charged to and paid from the general revenue funds of the Government.

In order that the department may be self-sustaining, it is necessary to increase its revenue, he said. The difficulty, it was explained, is to determine which rates should be increased. Many of the services are carried on with the keenest competition from private interests. "A horizontal increase in all postal rates," said the Postmaster-General, "would unquestionably drive much of our present business out of the mails altogether, leaving the postal establishment with substantially the same organization, the same plant facilities and same overhead, but

with a greatly diminished volume of business. Such a solution would undoubtedly tend rather to increase than to decrease the deficit.

"From the experience of public utilities which perform mixed or varied services has developed a rule for determining rates, the soundness of which is generally conceded. It is this: That each class of service should pay the entire cost directly attributable to that service; that is to say, the amount which would not be expended if that service were not rendered; and that in addition each class of service should be charged with so much of the residual cost, that is, the cost which would be incurred whether that particular class of service were rendered or not, as the traffic will bear.

"Care must be taken, of course, to see to it that the application of this formula does not result in rates for particular classes or particular services which would either create a disproportionate demand for some services or would wholly divert the performance of some services to competitors.

"We are of the opinion," continued the Postmaster-General, "that the present postage rate on first-class mail is too low, taking into consideration the value of the first-class mail service to postal patrons. The present rate has been in effect since 1885 except during a brief period during the war with Germany when emergency rates were in force."

It was pointed out that, since 1916, there has been an increase of 82 per cent in the second-class rate, an increase of 21 per cent in the third-class rate and an average increase of 10 per cent in the parcel post rate. On the other hand, the department's basic commodity, first-class mail, has remained unchanged for forty-five years, except for the emergency rate mentioned.

Joins Euclid Crane & Hoist

W. G. Fleming, for nine years with the Highway Service Corporation, Milwaukee, has joined the Euclid Crane & Hoist Company, Cleveland, as advertising manager.


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PLYMOUTH
CHRYSLER MOTORS PRODUCT

NOW ONE OF THE
LOWEST PRICED
CARS IN THE WORLD

\$590
AND UP F.O.B. DETROIT

4 DOOR SEDAN	'625	TOURING	'625
COUPE	590	DELUXE COUPE	625
ROADSTER	610	DELUXE SEDAN	675
2 DOOR SEDAN	610	ALL PRICES F.O.B. DETROIT	

SOLD BY PLYMOUTH,
DE SOTO, CHRYSLER AND
DODGE BROTHERS DEALERS

FULL  SIZE

DURING 1929 the makers of Plymouth cars used Liberty space consistently to speed them along the road to increased sales... In 1930 this advertiser will more than double his use of Liberty... to influence the car choice of more than

2,400,000 modern, active families who read this magazine every week!

Liberty
A Weekly for Everybody

Biggest Newsdealer Sale of Any Magazine

Too Many Brands, Not Enough Lines Are Advertised

Because manufacturers hesitate to advertise classes of articles which are still without advertising precedent, many valuable opportunities await the shrewd merchandiser, said Earnest Elmo Calkins, president of Calkins & Holden, Inc., in a talk before the Chicago Advertising Council last week.

"In comparatively few lines there are many advertised brands, while numerous other commodities which are equally logical subjects for advertising are entirely neglected," he declared. "There are, for example, countless advertised brands of shaving creams, toothpastes and soaps. It is just as reasonable to advertise washcloths or matches or umbrellas, to cite a few. Yet no one advertises them simply because nobody has."

"Frequently when a manufacturer decides he wants to advertise he will pass up one of his products in which there are tremendous possibilities and decide to manufacture and advertise some article in a field already crowded. Advertisers and potential advertisers seem to think of advertising as applicable only to products which somebody else has already advertised. There is too much imitation in the use of advertising. This adherence to tradition not only loses sight of real opportunities, but by the resulting concentration of advertising in a few lines dulls public reaction to it."

The determining factor of the success of most self-respecting advertising campaigns is the amount of space used, he emphasized. Potential markets are much greater in this day and advertising competition has become so keen that the courage to spend money is a primary requisite, he maintained.

Appoint Lee E. Donnelley Agency

The Master Builders Company and The Ohio Building Material Company, both of Cleveland, have appointed The Lee E. Donnelley Company, advertising agency of that city, to direct their advertising accounts. Business papers and direct mail will be used on the former account.

New Advertising Business at Cleveland

Incorporation papers have been issued by the Secretary of State to the Anson Advertising Agency, of Cleveland, Inc. The incorporators are Charles F. Anson, William R. Fringle, Charles F. Carr and Ralph Stickle.

O. C. Harn Appointed by Chicago Bureau

O. C. Harn, managing director of the Audit Bureau of Circulations, has been appointed a director of the Chicago Better Business Bureau to fill the unexpired term of Max A. Berns, resigned.

Starts Advertising Campaign on Nitrocellulose

With the object of promoting the present uses and developing new uses for products that contain nitrocellulose, the Hercules Powder Company, Wilmington, Del., through its cellulose products department, has started an advertising campaign addressed to business executives. Although it does not manufacture the finished materials, the Hercules company, as producer of the nitrocellulose ingredient of lacquers, celluloids and solutions, is sponsoring the campaign to stimulate new uses for these products. Magazines are being used.

San Francisco Club Holds Friendship Dinner

The women members of the San Francisco Advertising Club recently had as their guests representatives of fifty women's organizations at a friendship dinner held at the St. Francis Hotel. The object of the dinner was to bring together all of the women of San Francisco prominent in business, social and professional circles. Representatives of twenty men's service clubs also were present.

Appoint Marx-Flarsheim Agency

The Madison Paint Company, Cleveland, paints and asbestos liquid roofing, has appointed The Marx-Flarsheim Company, Cincinnati advertising agency, to direct its advertising account.

The Daley Moccasin Company, Fort Covington, N. Y., has also placed its advertising account with the Marx-Flarsheim agency.

Start Campaign to Increase Sale of Chickens

The New York Poultry and Game Trade Association has started an advertising campaign, using newspapers in New York and business papers, to stimulate the demand for chickens. The Peck Advertising Agency, Inc., New York, is directing the campaign.

Joins Henry L. Doherty & Company

Hal Wagner, formerly advertising manager of the Sylvania Products Company, Emporium, Pa., radio tubes, has joined Henry L. Doherty & Company, New York, as a member of the sales promotion division of the securities department.

Advanced by San Francisco "Examiner"

D. C. Mattocks, who recently joined the local advertising sales staff of the San Francisco Examiner, has been appointed acting manager of the local display advertising department.



ONE OUT OF EVERY THREE

CAPPER'S FARMER goes into one out of every three rural homes in thirteen of the nation's richest agricultural States—Wisconsin, Illinois, Minnesota, North Dakota, South Dakota, Nebraska, Iowa, Kansas, Missouri, Colorado, Oklahoma, Arkansas, Texas. Here's where big-business farmers operate, and where the really prosperous national farm market is located. 83% of Capper's Farmer's circulation of 925,000 is in these States.

CAPPER'S FARMER

COVERS

The NATIONAL FARM MARKET





Reproduced from a photostatic copy of the Ohio Bell Telephone Company's state market study, entitled "The Keytowns of Ohio." Note how closely the Cleveland market as outlined by this authority coincides with the TRUE Cleveland Market.



Drawn from the Ohio map of the J. Walter Thompson Company's great market study, "Retail Shopping Areas." Note how closely the Cleveland market as outlined by this authority coincides with the TRUE Cleveland Market.

"This Is The R

THE International Magazine Corporation, 100,000 Group of American Cities, the Bell Telephone Company, the J. Walter Thompson Company—in addition to several others—have drawn market maps of the State of Ohio, designating thereon the trading territory of each principal city. Note how closely these authorities agree in their designation of the Cleveland market, in their ratification of the Press' definition

The Cleveland

Detroit • Atlanta • Dallas
San Francisco

NATIONAL ADVERTISING
of The Scripps

230 Park Avenue, New York

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS, OF

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Drawn from the market map of Ohio in
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market as outlined by this authority coin-
cides with the TRUE Cleveland Market.



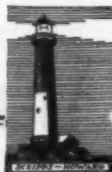
Drawn from the market map of Ohio as
published in "The Cosmopolitan Market,"
issued by the International Magazine Co.
Note how closely the Cleveland market as
outlined by this authority coincides with
the TRUE Cleveland Market.

e TRUE Market!"

of the TRUE Cleveland Market. Here alone
is the area of Cleveland's social and busi-
ness influence—here alone is the area in
which Cleveland newspaper advertising
can produce profitable results! Akron isn't
in it! Nor is Canton, Youngstown, Ashta-
bula—any of the other thriving centers of
northeastern Ohio.

The Cleveland Press is the FIRST Adver-
tising Buy of the TRUE Cleveland Market.

no Press



A Scripps-
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G DEPARTMENT
Newspapers

Michigan Ave., Chicago

Philadelphia - Buffalo
Los Angeles

ED PRESS, AND OF MEDIA RECORDS, INCORPORATED

Jenny Wren

Ready-Mixed FLOUR



advertised in St. Louis
exclusively in
THE ST. LOUIS STAR and the
other large evening newspaper

THE ST. LOUIS STAR carried 48,316 lines *more* local grocery advertising and 12,813 lines *more* national grocery advertising than the daily St. Louis Globe-Democrat during the first two months of 1930 . . . an excess of 289% and 24% respectively. (Figures taken from Media Records, Inc.)

Another indication of the relatively greater responsiveness of that big part of the St. Louis market covered by . . .

THE ST. LOUIS STAR

National Advertising Representative—GEORGE A. McDEVITT CO.

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The M. D. and the Advertiser Get Together on Health Copy

Pseudo-Scientific Copy Seems to Be on the Way Out

By H. E. Lesan

President, H. E. Lesan Advertising Agency

ADVERTISING about health has by no means gone ethical, but perhaps it is on its way. In their quest for advertising ideas about foods and certain medicines, advertising men have actually gone to the fountain-heads of authority.

There they find facts—dramatic, thrilling facts about everyday articles of diet. Then they rush into print and tell the world about it.

Today it is hard for a reader of periodicals and newspapers to avoid information about vitamins, mineral salts, the alkaline reserve, energy curves and so on. This information is so fetchingly set forth in advertising that the gentle reader is powerless to resist absorbing it, and in a few more years is bound to become a practical nutritionist.

Those interested in public health work will tell you that advertising is today the most far-reaching vehicle carrying information about vital health questions. Naturally, this body of people interested in public health—scientists, physicians, public health officials—are profoundly concerned with the manner in which these vital facts are presented to the public.

What happens is that advertising men go to the source, whether it be the literature or the author of it, take what they need and present it in a form that will do the most good, from the sales angle.

Human nature being what it is, scientific data are often so distorted, so mutilated and so swollen that they are scarcely recognizable

by their scientific parents. Consequently the situation of the public health worker who wants to disseminate information to the public is worse than if the advertising arm did not uphold him. May he be delivered from his friends, the advertising men!

The situation suggested here (and it would be easy to substantiate it by citations) certainly exists in a lamentable number of instances. Not that I am doing any lamenting myself, but there are plenty who will and do.

However, there is a bright side. We have with us also the advertisers who make an honest effort to give the public a break. The number of these crusaders is increasing.

And there are two reasons, I believe, of major importance, accountable for this increase.

The first is pressure from the scientific camp. Today if one makes gross mis-statements about scientific health facts, he must face a large, determined, organized, truculent and highly intelligent body of protesting opinion. Such opposition is taken very seriously by an advertiser. He may decide to bull his way through, but you can bet he is mighty uncomfortable while he is about it, and he continues only because of the imperious demands of the arch tyrant of all times—Sales!

The other factor, however, is more constructive. It is advertising competition—the effort of advertising men to put into their advertisements the maximum of scientific truth compatible with ad-



This Seal May Be Used By Manufacturers Whose Products Have Been Approved

vertising effectiveness. The effort to go further than their neighbors in research and presentation. This effort has given rise to some really splendid campaigns, with which many scientific men are wholeheartedly in sympathy.

The milk people, for example, have in notable instances done a splendid educational job, presenting scientific nutritional facts fairly, sanely and interestingly. It is probably fair to say that milk advertising has done more good than all pseudo-scientific advertising has done harm. The cod-liver oil advertising is masterly and of tremendous educational value. Fruits, vegetables and bread are being advertised, by and large, with scientific accuracy.

If we, the public, were to drink enough milk, eat enough fruits, vegetables and bread, and feed our young cod-liver oil, we would be on our way to becoming a race of centenarians.

The advertisers draw nearer to the health authorities, and these, in turn, develop an amazing humaneness, sympathy with, and comprehension of, the point of view of the lay advertiser. I happen to know of one man of international reputation as a physiologist who has given an enormous amount of time to a certain campaign, on the ground that the proper statement of the product's dietetic function was a public service.

Medical Association Is Testing Food

The American Medical Association is developing far-reaching plans which include testing food products in its laboratories and approving or rejecting advertising campaigns. It is, in a measure, an outgrowth of, or at least its development was accelerated by, the joint session of the National Canners' Association and the National Wholesale Grocers' Association held in Chicago in January.

At this joint session, the two trade associations made an arrangement with the American Medical Association whereby all so-called health foods will be passed upon by a special committee appointed by the medical association. This

committee consists of Dr. Morris Fishbein, of the medical association; Dr. L. B. Mendel, Yale University; Dr. H. C. Sherman, Columbia University; Dr. E. F. Dubois, Cornell University Medical College, and Dr. W. M. McKimm Marriott, Washington University School of Medicine.

The committee will pass upon the alleged health properties of all advertised foods submitted to it. This is how the plan will work: An advertiser of any food may submit his product to the committee for analysis and investigation. Then he will be in position to know its worth, if any, in a health way. He then can advertise, giving the exact qualities of the food. An official seal—reproduced with this article—may be used by manufacturers whose products and whose advertising—both on packages and in publications, etc.—have been approved by the committee.

In New York there is the Medical Information Service of the New York Academy of Medicine and the Medical Society of the County of New York—there's an impressive title for you—an organization whose function is to help the ethical-minded advertiser in the preparation of copy that has a health angle.

The last twenty years have witnessed a far-reaching development of the science of nutrition. The practical side of this development can actually be conveyed to the public in a few basic rules and principles. Nutrition scientists and health workers are eager that such information reach the public—in the proper form!

The existing agencies of publicity are utterly inadequate to the job—with the exception of advertising. Properly directed, advertising could be employed to tell the public exactly what it should know.

A count of the food advertising in a recent issue of a woman's publication shows that about 40 per cent concerns itself with the health angle. Imagine all of this copy soundly based, with a sensible, practical, usable health message, and you have an educational force of staggering power.

What is bound to happen is a

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**The sales
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cash register
rather than
the numbers
on the calculator
determine
circulation values**

THE CLEVELAND NEWS

George A. McDevitt Co., National Representatives

closer rapprochement between the producers of advertising health copy and workers directly or indirectly in the public health field. New York, Philadelphia, Chicago and other cities where important campaigns are produced will have their highly organized Medical Information Service with the purpose of informing copy writers and keeping them in the way they should go.

Kicking like a steer, the writer with the wild, free imagination will find himself herded down that road. It's hell on art, but it's a great thing for the public.

Larger Campaign Planned for Laundry Trade

A more extensive advertising campaign, for the year beginning September 1, is planned by the Laundryowners National Association. The total expenditure for advertising space alone, it is reported, will be over \$700,000. This schedule is for the fourth year of the present four-year cycle, which began in September, 1927. Plans for the continuance of the campaign for another four years are being discussed.

Eighteen magazines will be used during the coming year with an average of three magazine advertisements appearing each week. The campaign will be divided among three groups of magazines, with different appeals in copy and text for each group. For the higher income market, women's and general home magazines will be used. For the wage-earner market, another group of magazines has been chosen with a third group for the Southern States.

The advertising will be built around a trade character, a woman, who will talk about the improvements of modern laundry service in recent years under the leadership of the Laundryowners National Association.

The national advertising committee of the association includes: Chairman, W. E. Fitch, of Joliet, general manager of the association; W. A. Johnson, of Galveston, Texas; Charles S. Riley, of Cincinnati; E. C. James, of Newark, N. J., and R. M. McClure, of Chicago.

The Millis Advertising Company, Indianapolis, is directing the account.

Olds Motor Appoints L. J. Blunden

L. J. Blunden, for the last year Midwest regional manager, with headquarters at Kansas City, of the Olds Motor Works, Lansing, Mich., has been made an assistant general sales manager of that organization. All Oldsmobile-Viking sales activities will be under the direction of J. T. Collins, general sales manager, assisted by Mr. Blunden and H. S. Wier, who has been assistant general sales manager for several years.

Summer Advertising Golfers to Meet at Manchester, Vt.

Plans for the 1930 tournament of the Summer Advertising Golf Association were arranged at a meeting held last week at New York. The tournament this year will be held at Manchester, Vt., from June 21 to 28, with headquarters at the Equinox House. This year will also mark the twenty-fifth anniversary of the association.

Officers and committee chairmen are: Laurence A. Weaver, New York, president; F. E. Henry, Jr., Alliance, Ohio, first vice-president; J. T. O'Connell, Boston, second vice-president; Walter M. Ostrander, New York, secretary-treasurer; Walter Bunnell, New York, membership committee; Irving L. Thoren, New York, tournament committee; Carl Percy, New York, trophy committee; W. S. Bird, New York, entertainment committee; W. E. Conklyn, New York, transportation committee, and W. R. Hotchkiss, Montclair, N. J., publicity committee.

L. A. Gerber to Direct McKay Tire Chain Sales

L. A. Gerber, formerly Western district sales manager of the United States Chain & Forging Company, Pittsburgh, McKay tire chains, has been made general sales manager of that company. W. L. Reilly, former member of the office staff, has been appointed assistant general sales manager.

L. K. Robinson, formerly in charge of New England sales, has been made Eastern district sales manager. Harley Morris, formerly with the sales staff in the Western district, has been made sales manager of that district.

Appoints Dorland Agency, Inc.

The Harlequin Ball & Sports Company, Ltd., Brentford, England, has appointed the Dorland Agency, Inc., New York advertising agency, to direct its advertising account. The Harlequin company manufactures a golf ball which is being distributed in this country through the American Golf Company, Boston. Magazines and business papers will be used on the account.

W. N. Graham Joins Collins-Kirk

W. Norman Graham, recently with Crowell, Crane, Williams & Company, Inc., Chicago, and prior to that, for five years with Ruthrauff & Ryan, Inc., at that city, has joined Collins-Kirk, Inc., Chicago advertising agency.

Appointed by Weedon Publishing Company

Fred J. Kelly has been appointed division manager in the South of the S. L. Weedon Company, Cleveland, publisher. His headquarters will be at Atlanta, and he will open branches at Dallas, Memphis and other distributing points.

You Won't Like This at First, But You'll Get Used to it! ▶▶▶

AS a matter of fact, why shouldn't you be perfectly willing to twist Printers' Ink a bit to leeward to read a message as *amazing as this*? It's a mighty profitable thing to *do*. To say nothing of the swell exercise you get. ▶ ▲ Telegraphically, here's the story: For several months Emerson B. Knight, Inc. have been scientifically diagnosing Greater Seattle and the Post-Intelligencer's proved position in this market. Frankly, the findings — (which even bend *backward* to be unbiased, Simon-pure and unimpeachable) — are startling. A brand *new* slant on This Market of One Million! More than 500,000 *checkable* facts! New conceptions about the why, when, wherefore and whatnot of Mr. and Mrs. Francis X. Consumer! ▶ ▲ And mind you, no mudslinging. Just the "P-I" market as it *really is*, with malice toward none and God bless our household. Next Week — "Knight is Right."

SEATTLE

POST-INTELLIGENCER

A MILLION MODERNS IN THIS MARKET!





You are invited
to an "At Home Party" -
seven days a week

As a NATIONAL ADVERTISER, you want to have your message read *in the home*.

With this in mind we invite you to attend an "at home party" which lasts seven days a week, 365 days a year, and includes entrée into thousands of homes in the rich Boston Trading Area.

You will be introduced by the Boston Globe. Your hosts will be extremely worth-while Boston people who use their newspaper as a buying guide . . . who favor its advertisers . . . who read it *at home*.

Few daily papers can so definitely establish their home strength as can the Boston Globe. Yet strangely enough this proof is based on *Sunday* circulation figures.

A detailed comparison of *daily* circulations in Boston tells little, because evening-paper sales cannot be traced to their destinations. Two papers sell space only on a morning and evening combination basis, thus the circulation statement gives no information regarding the thousands of evening papers bought in corporate Boston each day by *suburban* residents.

On Sunday, however, when every paper is a "home paper," the story is different.

Three papers carry the bulk of advertising in Boston. Each publishes a Sunday edition. One loses 20% of its daily circulation in the Boston Trading Area. Another loses 53%. The third, the Globe, has practically the same circulation on Sunday as it does the remainder of the week.

Here then is a "home paper" seven days a week.

A Household Department established 35 years ago . . . largest volume of local news . . . most department store advertising . . . these are some of the features that make Globe readers "at home" to national advertisers.

Write for a free copy of "Reaching Buying Power in the Boston Market."

THE BOSTON GLOBE

» IN THE EDITOR'S MAIL-BOX

Your common sense tells you that no paper could attain the position of leadership and prestige enjoyed by The Times-

Editor's Mail-Box

This column is intended as a medium for expressing the opinions of our readers. The views expressed are not to be considered those of the Times-Star. Anonymous letters will not be published.

Public Support and the City Manager.

To the Editor of the Times-Star:

In reading your editorial entitled "The City That Others Study," I am again reminded of the strong support constantly given by the Times-Star to my efforts for the welfare of the city. Certainly, without this support of the press and of the public, which has been my good fortune here in Cincinnati, a successful city administration would be impossible. Moreover, this city has been particularly fortunate in having an unusually high-grade Council, without which good government is impossible.

With the constant reminder of the dangers of rotten government before us, as indicated by Chicago and some other cities, it behooves us to be constantly on the alert to see that Cincinnati does not slip backward, but rather continues to improve.

C. O. SHERRILL.

Star in Cincinnati, unless it was progressive, a champion of movements beneficial to the general welfare of the community; and an unyielding ally of Cincinnati's good government.

However, you like ourselves, want tangible facts. For this reason we are reproducing the letter written to The Times-Star's editor by Cincinnati's city manager.

THE CINCINNATI TIMES-STAR

Eastern Representative
MARTIN L. MARSH
60 E. 42nd St.
New York City, New York



Western Representative
KELLOGG M. PATTERSON
904 Union Trust Bldg.
Chicago, Illinois

Letters That Take the House to the Salesman

If You Can't Make Them Helpful Don't Write Them At All

By A. H. Deute

General Manager, The Billings & Spencer Company

THE subject of letters which the sales manager writes to his salesman is one which never seems to exhaust itself. Recently, a sales manager with whom I talked in Cleveland said: "I read everything I find that pertains to correspondence between a sales manager and the sales force.

"Every sales manager is apt to write himself out. One of his hardest jobs is to keep in tune with his men on the road. There is often the temptation and the tendency to become impatient. A few months, even a few weeks, wrapped up in the details of the office job, and any sales manager is apt to lose touch with the salesman's slant on things. And this is reflected in his letters."

It is a very difficult thing for a man handling a sales force to find something that is supposed to be timely and pertinent about which to write week in and week out. The truth of that statement is apparent when one examines fifty-two weekly letters of a sales manager to his men. Taking them as a group, one realizes how, at times, the entire tone seems to bog down. As the letters become dull and uninteresting, the salesman's reaction is sure to be bad. Nothing so depresses a salesman as the wrong tone in letters from the home office—especially letters from his boss.

"It's a serious thing," a sales manager remarked to me, "to get into a letter to salesmen a single improper note. Just stop to think that when a sales force consists of a hundred men, such a letter makes a hundred salesmen click below par. The responsibility which devolves upon the manager, when he starts to write to his salesmen, is a very, very serious thing."

Thinking about this phase of the letters to the salesmen, I made it a point to ask a number of men

working for different houses about the sort of letters that helped them the most.

There was nothing really concrete which developed from these questions, except in the case of one salesman, working for a small house. He showed me a letter that he considers a gem. This letter wouldn't interest a technical instructor in the art of writing business letters. As a matter of fact, the appearance of the letter was terrible. There were countless errors in the typing. The spelling left room for improvement. The punctuation was conspicuously absent. But the letter was outstanding. It started off like this:

Dear Joe:

This is Sunday evening. We are all putting in a quiet evening at home, so I thought I would take my trusty portable and drop you a few lines. Excuse mistakes. Also keep in mind that this is not a regular sales letter—just a rambling assortment of house and office gossip, together with a few scattered ideas and thoughts you might find helpful. First let me tell you about Johnny Dawe getting married—

And so the letter ran on through four pages, closely typed.

It recounted a dozen things that happened around the house which promised to be interesting gossip for the man out on the road. And then it slipped from business gossip into the best way to do this and that in connection with selling the line.

When I got through reading that letter, I felt as though I had had an hour or so of the most inspiring conversation with a man 100 per cent upon the sale of his line. Any man with even a smattering of imagination and just a slight knowledge of the line would have found himself materially helped by this sort of letter.

"Just charges up the old batteries," the salesman said to me,

"to get that sort of letter from the boss. I can just see him sitting there at home grinding it out. He knew I'd like to know those things about the boys in the office and the plant. Well, I'll surely go out and knock them over in the morning!"

Let us analyze this outstandingly good letter. It was, first of all, an outstanding and successful letter because it made its way right to the heart of that salesman. He gave it a genuine reading. It made him feel good all over.

There was nothing about it which suggested a sales or "pepping up" letter. On the contrary, it was as plain and homely as a letter from an old friend in the old home town. In short, it was a letter from home. It hauled that salesman up short and held his attention while he got all the home office news and gossip. As he read it, he realized again that he was a part of that organization. His feeling of responsibility jumped into evidence. Wasn't he the company's man way out here in St. Louis and the small towns between St. Louis and Kansas City? Weren't the boys at home looking to him? And here were some pretty good ideas scattered through the letter. And there was news about what this man had sold and that man had sold. Naturally, it was up to him to hold up his end.

It is marvelous to get such a reaction out of certain letters. The reaction is much the same as that which follows a conversation with individuals. Many a time, it is very, very hard for the individual who is doing the talking to realize what he is doing to the salesman.

Personally, I used to look forward to the little noon-day conversations with the late T. F. Merseles. I invariably came away with my mental batteries charged. In contrast, I have in mind the occasional noon-day meetings I have with another man. He is just as sincere in his anxiety to see one do well as Mr. Merseles ever could have been. But in this latter man's entire conversation there is a fretful, doubtful, almost antagonistic under-current. There is very little

use trying to do any work following such a conversation. The afternoon is ruined.

These personal conversations are simply man to man. They can influence just one individual. But when the letters from sales managers to their men go out, they generally multiply themselves. This is especially true when the identical letter goes to twenty, fifty, a hundred or more men.

A New York advertising agent recently told me this interesting story:

"Things weren't snapping along as they should with a certain account," he said. "We had been handling it for about three years. It seemed to me that it was turning a little bit sour. I had confidence in the account executive on the job, but I felt there was something wrong, probably beyond his immediate control. It occurred to me that possibly there was a copy slant which could be dug up by reading the sales correspondence. Often letters from a sales manager to his men and letters from the men to their boss touch on selling points which have been unconsciously overlooked by the advertising agent. I have found many excellent copy ideas through reading general correspondence. And so I dropped in one day to visit the president of the company.

"Let's get some files of your sales manager's letters," I suggested. And before long he and I were reading through letter after letter. Personally, I found it rather uninspiring reading. No copy suggestions presented themselves. Suddenly, the president of the company turned to me.

"Do you know," he said, "this chap is off his trolley and doesn't realize it. Take these eight letters I have here and read them through. Note that they were written over a period of three weeks. And note, too, that there isn't a confident, optimistic slant in a single one of them."

"Checking over the letters proved this conclusively. The sales manager himself was a defeated individual. There was nothing in any of his letters to inspire his men.

"What do you think is the an-

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**Who would
go a-gunning
with one
barrel of a
double barrel
shot gun
plugged up?**

**and yet it's not much different
than gunning for business with
only ONE newspaper in a TWO
newspaper market!**

**Advertisers who
know that one
newspaper is not
enough in Milwaukee**

2. The Three Schuster Stores

During the past five years
this foremost Milwaukee
retail organization has
used a yearly average of
more than 540,000 lines in
the News.

**To Cover
Adequately
the
Two-Newspaper
Milwaukee
Market...**

"You Need the News"

WISCONSIN NEWS

MILWAUKEE

"Ask the Boone Man"

swer?" the president asked. "Looks like we have to get a new man who believes in our proposition. This sort of thing can't go on. The man's whipped. No wonder his salesmen are dragging along!"

"Here was my suggestion: 'If I were you, I'd not do anything hasty. Keep in mind that you've gone through a very trying nine months. You yourself have been concerned and worried. Undoubtedly, your sales manager has had a great deal of pressure put upon him. More than likely, you and other directors of your company have thought it necessary to try prodding him along. Maybe you've worn him out without anyone realizing it. Now, suppose you call him in, give him a friendly talk. Tell him to get away from the job for a few weeks. Be a little human with your man. Give him a chance to pick himself up. Then see what happens when he gets back. If, after a month's rest, he responds as I think he will, you'll be well repaid. If not, then it will be time to consider further."

"As a matter of fact, that sales manager came back a month later, full of new ideas and new confidence. His letters to his men fairly oozed those new ideas. There was nothing else for his men to do but respond."

All that had happened was that the sales manager himself had become so tired out through months of pressure, trying to hold his sales up to a certain minimum, that his letters could not fail to echo his own mentality. When all is said and done, letters that lack sincerity have little chance to make good with salesmen on the road. Men who cannot write sincere letters and who cannot put their honest convictions into letters cannot write good sales letters.

When the writer of those letters is "below par," when he has driven himself beyond the production point, then his letters do more harm than good. They become merely words, words, words.

"I can always tell how the boss is feeling from the tone of his weekly letters," a salesman told me. "Sometimes, they start you off with a bang. Other times, they

make you wonder what's the use."

"How often do you write to your men?" I asked a Boston sales manager the other day.

"Just as often as possible," he replied. "By that I mean that every time I have a thought which I feel would prove helpful, I write it down. If by the next day I still think that it is worth sending out, I send a letter to the men. But otherwise, I don't send any. If I have to sit down and write the men a letter, just because it is Wednesday afternoon and one must be sent out on Thursday, it is more than likely that about half the time those dutifully written letters would do more harm than good. Keep this in mind—the letter to salesmen which does not do distinct good is apt to do real harm. A neutral 'blah,' uninspiring sort of letter is almost as apt to injure a salesman as a negative letter. If your letter fails to stimulate him to better efforts, it is quite apt to make him apathetic, if not positively discouraged. He looks to your letters to give him something. If they fail to do that, they prove a disadvantage."

Death of A. G. Shew

Arthur Gardiner Shew, vice-president of the F. Wallis Armstrong Company, Philadelphia advertising agency, died at that city last week.

He had been associated with the Armstrong agency for more than twenty-six years and, during this long service to advertising, had been active as assistant account executive. Among the accounts to which he had devoted his attention were Campbell's Soups, Victorias, and Whitman's candies.

Mr. Shew was a founder member of the Penn Athletic Club and a member of the Poor Richard Club. His hobby was the breeding of pure-bred Guernsey cattle and Valley View, his dairy farm in Langhorne, is one of the points of interest of Bucks County, Pa.

Myron Perley to Leave Lennen & Mitchell

Myron Perley has resigned as vice-president and art director of Lennen & Mitchell, Inc., New York advertising agency, effective July 1.

Death of B. A. Judd

Bernard Arthur Judd, secretary of the Petrequin Paper Company, Cleveland, died on April 4.

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lies in knowing how
to supply quality
and speed at rea-
sonable cost on the
same job.

OGDEN
PRINTING CO., INC.
209 W. 38th St., New York City



Houses as like as peas in a pod —

Here they are, next door to each other —

Same valuation; the heads of the households with the same income; credit rating the same; an equal number of members in each family; and yet —

COSMOPOLITAN: A Class Magazine

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one will buy your
product
the other will not.

*How can you distinguish
between them?*

In the household of liberal spender
you find *Cosmopolitan*.

In the House Next Door they do
not read *Cosmopolitan*.

It seems unbelievable—but we've
proved it.

Our most recent survey, a micro-
scopic investigation of a typical
Trading Center, shows that reader-
ship of *Cosmopolitan* is usually an
indication of buying power and
liberal buying habits.

We will be glad to tell you about it.

Magazine with More Than 1,600,000 Circulation

WEEKDAYS—

437,577

SUNDAYS—

757,028

Average net paid sale of The New York Times for the six months ended March 31, 1930 as reported to the Post Office.

These figures are a New York Times record, the highest six months averages The New York Times has ever reported.

The steady, substantial increases in The New York Times net paid sales year by year are due solely to the quality of its news—accurate, complete, unbiased.

No contests or premiums are offered to attract casual readers.

The New York Times

Apr. 1

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How Many Traveling Salesmen?

STERLING SALES PROMOTION SERVICE
DAYTON, OHIO

Editor of PRINTERS' INK:

For our own information we are wondering if it would be possible to obtain the approximate number of salesmen in the United States, taking into consideration only those who are doing direct selling. In other words, salesmen selling direct to dealers, jobbers and consumers.

STERLING SALES PROMOTION SERVICE

R. E. COOPER,

Sales Promotion Manager.

The secretary of the National Council of Traveling Salesmen's Associations, New York, tells us that there are approximately 912,000 traveling salesmen in the United States. These men represent commercial organizations and wholesalers. The total does not include house-to-house salesmen.

So far as we can determine, there is no accurate figure available indicating the number of house-to-house salesmen.—[Ed. PRINTERS' INK.]

Philadelphia Art Directors Club Awards Prizes

The following awards were made recently at the sixth annual exhibit of advertising art held by the Philadelphia Chapter of the Art Directors Club:

Paintings and drawings for color reproduction, Gladys B. Davis, New York; black and white, Will Hollingworth; line illustrations for color reproduction, Edward C. Smith, Philadelphia; line illustration in black and white, Ben Collins, Philadelphia; decoration design class, Vernon B. Sisson, Philadelphia; and photographs, William S. Ellis, Philadelphia.

The exhibit included 130 originals all of which appeared in advertisements during the last year.

R. H. Burke Joins Seattle "Times"

Roland H. Burke, who formerly conducted his own advertising business at West Seattle, has joined the rotogravure advertising department of the Seattle Times.

W. S. Brewer with American Multigraph

Wilbert S. Brewer, formerly president of the Otis Lithograph Company, Cleveland, has joined the American Multigraph Company, of that city, as assistant to the president.

Sees Marked Advance in Scientific Methods in Advertising

Although advertising is not a science, there has been a marked development in the use of scientific methods for predetermining the effectiveness of advertising. This was the statement made this week by Dr. L. D. H. Weld, director of research of The H. K. McCann Company at the Vawter series of lectures at Northwestern University.

Perhaps the most important scientific approach to advertising problems, he pointed out, lies in market analysis. Advertising campaigns can not be properly planned or written until a thorough study has been made of such points as the following: The product to be advertised; trade channels through which it is sold; how sales vary in different parts of the country; percentage of retail stores that handle the product; type of people using it, and the attitude of consumers toward the product.

If advertisements were not based on sound analysis, Dr. Weld stated, it would not be accomplishing its purpose. Advertising tends to reduce sales and factory costs and contributes to the economic well-being of the country.

Although in the long run, he continued, advertising generally tends to reduce prices, it is sometimes used to raise the price of a commodity out of the ruck of cut-price competition. There is good economic justification for this practice because the goods so advertised are guaranteed in quality, they are made everywhere available and they are often packaged and attractively prepared.

There are certain weaknesses in research methods used, declared Dr. Weld, although most research work is on a sound basis. Sometimes data are gathered in a careless and haphazard manner. There is too much reliance on the printed questionnaire. Improper statistical methods are used. Or, he continued, there is also a great deal of unnecessary duplication, and advertising agencies often make more extensive investigations than are necessary. This is often done simply to impress the advertiser.

Douglas Powell Starts Own Business

Douglas Powell, formerly vice-president of the W. S. Kirkpatrick Advertising Service, Portland, Oreg., has started an advertising business under his own name at that city. His offices will be located in the Terminal Sales Building. Before joining the Kirkpatrick agency he was with the advertising department of the Portland Oregonian.

E. R. Harris Advanced by Izzard Agency

E. R. Harris, formerly a member of the staff of the Seattle office of the Izzard Company, advertising agency of that city, has been made manager of the Tacoma office.

To get and to keep

*The two objectives every
advertisement, for safety's
sake, must reach*

TO get new customers is the purpose of all advertising.

To keep old customers is also the purpose of all advertising.

That means to get new customers on a sound and healthy basis. To win a trial for a product only on such promises as that product can deliver. Not with hysterical claims. Claims that may sell people once; and then, through over-statement, lose them.

It means, too, through reiteration of statements that users themselves are finding true, to HOLD their buying interest.

A good advertisement accomplishes both those ends at once. An advertising campaign that reaches but one, without reaching the other, must be judged a failure.

Thus profitable advertising says to its prospects among the reading millions, "Try This—You'll Be

Benefited." And to present buyers, "You're Doing The RIGHT THING By Using This Outstanding Article."

Advertising that merely attracts new users, and forgets the old, leads, in the long run, to a slump in sales. Advertising that succeeds merely in holding even a large percentage of old customers, travels the same path.

For that reason, "To Get and To Keep" is to modern advertising practice what "To Have and To Hold" is to the law. Succeed in one alone, and you succeed at the expense of the other.

Analyze your own copy from that angle. Ask, "Does It Attract New Users, Safely—Does It Keep Old Users, Securely?" Ask both of every ad you run. If the answer is other than "It Does"—change it now; change it before further expenditures are involved.

Doing that is one of the common-sense principles on which Profit Advertising is built.



LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO
919 North Michigan Avenue
LOS ANGELES
1151 South Broadway
TORONTO
67 Yonge Street

NEW YORK
247 Park Avenue
WASHINGTON
400 Hibbs Building
MONTREAL
1434 St. Catherine
Street W.

LONDON
Victoria Embankment
SAN FRANCISCO
225 Bush Street
PARIS
16, Place de la Madeleine

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.

Advice To and From an Advertising Neophyte

The Health-and-Happiness School of Thought on How to Advertise, and Why

By Stanley B. Judson

MORE years ago than he now likes to realize, an undergraduate in Yale University, young, and through the perspective of time almost incredibly naive, was already manifesting an interest in advertising which was later to bring him into the fold. He discussed layout and text with whomsoever he could find of like inclination, tried his pen occasionally at improvements in copy which did not meet his fancy, and once went so far as to engage in correspondence with an advertiser about the effectiveness, or lack of it, of an advertisement which had appeared in the college daily.

Only once, however, did he undertake thus to furnish unsolicited criticism. Why, we shall soon see.

It was a recent article in *PRINTERS' INK** in which an advertising agency executive had much fun at the expense of those volunteer advertising experts who contribute weird and wonderful suggestions for the more effective conduct of the manager's job, that sent our erstwhile undergraduate searching back through the files of his memory, and thence to his actual dusty files of memorabilia, for this correspondence of a time long gone. Once found, these letters between a youth whose enthusiasm might have been said to verge upon "freshness," and an advertising manager whom he did not know even by name, seem to have lost none of the zest which led to their preservation along with a program for the senior prom, some essays marked "A," by Professor Billy Phelps, and a dainty handkerchief whose faint scent evokes—*cheu fugaces*—no smallest thrill of reminiscence.

To go back, then—

This young undergraduate, much interested in advertising and advertisements in general, and no doubt at that time already fancying himself a bit as an amateur critic of the published advertisement—that bane of all real advertising men!—found an advertisement that he didn't like. It appeared in the *Yale Daily News*, occupying perhaps five or six inches single column. It featured Whoozit's Predigested Particles, a well-known breakfast cereal. The illustration showed a young man seated at a desk, studying; above him, on the wall, hung a picture of Julius Caesar; the text set forth that, whether grinding for studies or for athletics, Whoozit's Predigested Particles was the proper food for college lads.

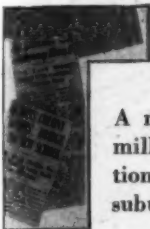
Why He Didn't Like It

Our friend didn't like it as an advertisement, and he undertook to tell the advertising manager just why. No copy of that first letter remains, but it may be assumed that it was polite, and that it gave, as a reason for intruding, a real interest in advertising and a desire to see every advertisement do its full job. As for the criticisms, they were chiefly of wrong approach: that Caesar is a high school subject, and that the use of his picture in the illustration conveyed an implication not complimentary to college students; and that undergraduates, feeling the maturity of their years, very much disliked to be called "lads."

That was all. There is no copy of the advertisement at hand, to demonstrate whether or no there may have been merit to those criticisms; but men acquainted with the solemn idiosyncrasies of the student mind may feel that there was. Be that as it may, the

* "The Naive Volunteer," by Geo. P. Metzger, vice-president, Hanff-Metzger, Inc., on page 98 of *PRINTERS' INK* for November 14, 1929.

-AND NOW MORE NEWS SPEEDIER DISTRIBUTION



Never ceasing is the effort to make of The Evening World New York's best evening newspaper.

A new uptown plant at a cost of a half million dollars which speeds the distribution of circulation over the entire city and suburbs has just been put in operation.

And now, an appreciable increase in the amount of news space makes a still better, more readable and more interesting Evening World.

By thus extending the scope of its service to its readers, it also automatically extends the scope of its service to its advertisers.

Follow The Evening World closely in these developments, for with each one it takes on a new and added value to both reader and advertiser.

Increasingly interesting
to its readers

Increasingly productive
to its advertisers

The Evening World

New York's FOUNDATION Newspaper

PULITZER BUILDING, NEW YORK

Tribune Tower
Chicago

Gen. Motors Bldg.
Detroit

The Distinct Magazine of the



A PLUS SERVICE
which promotes the Sale of Ad-
vertised Products in Good Stores

EVERYWOMAN'S
MAGAZINE

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zine of the Woman's Field

Ten years ago Good Housekeeping began to distribute, upon request, to executives in leading wholesale and retail houses, its Directory of Guaranteed Merchandise, which lists and explains products guaranteed by Good Housekeeping.

The growth of the mailing list for this Directory proves its value and effectiveness as an aid to national advertisers. The most important wholesalers and retailers of the country have found it a practical and helpful aid to business.

Many concerns rated at over \$1,000,000 use this service and renew their requests for it every year; 19.4% are rated at more than \$500,000; 80% are rated at \$75,000 or more.

21.2% are owners, partners, presidents or other officers; 41.6% are merchandise, sales or advertising store managers; 17.7% are buyers.

The Good Housekeeping representative will be glad to tell you more about this plus service Good Housekeeping offers its advertisers.

Point 4

in a series showing why Good Housekeeping is unique in sales opportunities for manufacturers

HOUSEKEEPING

letter was sent. A reply was almost immediately forthcoming:

THE WHOOSIT'S PREDIGESTED
PARTICLES COMPANY
APRIL 5, 1917.

Mr. S. B. Judson,
Yale University,
New Haven, Conn.

My Dear Sir:

I have your letter of the 1st enclosing one of our advertisements clipped from the *Yale Daily News*, and I note your objections to the same. The criticisms you make are of the kind that have no weight in the office. They don't go to the psychology of the subject. The object of our advertising is to educate people to eat Whoosit's Predigested Particles, and whether we use a picture of Julius Caesar, or ex-President Taft, it is of no consequence. Whether we call a college man a "lad" or a "fellow" is also of no consequence.

This series of advertisements was gotten up for universities, colleges and boys' schools and it is impractical to get up special copy for each institution which shall embody the peculiar notions, customs or nomenclature of that particular school or college. You will have to worry along with the sketches and copy just as it has been written, and I am sure it will not interfere with the taste of Predigested Particles or with your understanding of the reasons why this food is particularly adapted to college "lads" and college "fellows." If the copy and sketches are objectionable to the *Yale Daily News* it will cost me only a postage stamp to cancel the advertising.

Thanking you for your good letter, and assuring you that it is very interesting to me as an exhibit of the foolish notions that may sometimes find lodgment in the noodle of a lad who has had the benefit of the higher education, I remain, with best wishes

Very truly yours,
JOHN G. DOR,
Manager of Advertising.

It was the last paragraph of this letter which drew blood, of course. Now blood-letting may have been very much in order, to reduce the blood pressure, not to say audacity, of our young friend to the point where he should recognize the impropriety of offering advice on a subject which he knew nothing about, or of resenting whatever he might get in return for his unsought opinions. But the wound was in his pride, and it was more in anger than in sorrow that he wrote to Mr. Doe in reply as follows:

My dear Sir:

Your letter of April 5th is at hand, and I note with especial interest your remarks about the "foolish notions which may sometimes find lodgment in the noodle of a lad who has had the benefit of the higher education." The higher education gives us at least one thing which men who have not had such advantages apparently lack: it teaches us to receive with open minds, and to appreciate the value of outside suggestions, from whatever source they come.

A picture of ex-President Taft would be splendid advertising, for he is a very healthy and well-beloved member of the Yale faculty; but to represent a supposedly college man as studying a high-school-sophomore course is quite disparaging either to your product or to the powers of perception of your readers. The "peculiar notions, customs, and nomenclature" of a college are among its most prized possessions. To neglect them is to offend its members; it is they you are trying to educate to the value of Predigested Particles, but if you displease them they won't read your advertisements. Then where are you? All advertising ought to be at least as good as the thing it advertises.

Let me hasten to state that I have no connection with the *Yale Daily News*. Along with several thousand others, I am merely one of those who read it, advertisements as well as news, so I trust you will do nothing so rash as to withdraw your patronage simply on the strength of my humble opinion.

Very truly yours,
STANLEY B. JUDSON.

Promptly came the reply, and there can be no disagreement with the sentiment expressed in the first clause of Mr. Doe's opening paragraph:

Dear Sir:

Your letter of the 9th does not call for any reply from me, but for fear you might be harboring some delusions regarding the writer will say that I am also laboring under the handicap of "the higher education," but I have struggled along under this handicap until I have finally overcome it and have managed to make a success in business in spite of it.

The "higher education" is very narrowing and doesn't give any one an "open mind." After you graduate from Yale I hope you may be equally successful in overcoming the mental astringent imposed upon the youthful mind by the "higher education." In the meantime, it will help a great deal if you keep your stomach sweet and clean and your bowels healthy and active by eating two or three dishes of Predigested Particles every morning for breakfast. Whether you are a "lad,"



A Reliable Index

No one can be a better judge of the merits of advertising mediums than local merchants. Their opinion is based upon an intimate knowledge not only of the VOLUME of circulation; but what is still more important—the VALUE of that circulation, from the viewpoint of public confidence.

Thus the preference which the department stores in the National Capital gave to THE STAR during 1929 is both significant and convincing.

THE STAR carried.....	6,494,286 lines
2nd Paper.....	1,285,351
3rd Paper.....	1,220,780
4th Paper.....	242,987
5th Paper.....	402,234
	<u>3,151,352</u>

3,151,352

STAR'S excess lineage... **3,342,934**

In other words, THE STAR carried MORE THAN DOUBLE THE LINEAGE OF THE OTHER FOUR PAPERS COMBINED in this one display classification.

The same relative condition is true year after year—because of the VOLUME and VALUE of THE STAR'S circulation.

The Evening Star.

With Sunday Morning Edition

WASHINGTON, D. C.

New York Office:
Dan A. Carroll
110 E. 42nd Street

Chicago Office:
J. E. Lutz
Lake Michigan Building

Business is Good if You go after it in

MANUFACTURERS
OF
CORN FLAKES
PEP BRAN FLAKES
ALL-BRAN
RICK KRISPIES
WHEAT KRAKLES
KRAFT AND COFFEE

Kellogg's

BATTLE CREEK, MICHIGAN

PLANTS
BATTLE CREEK, MICHIGAN
CALIFORNIA, U.S.A.
LONDON, ENGLAND
SYDNEY, AUSTRALIA

March 18, 1930.

The Pittsburgh Press
Pittsburgh, Pa.

Gentlemen:

Since the establishment of the Kellogg business, one fundamental policy has been adhered to very strongly -- and in a very large way during the past few years -- the use of newspapers in our advertising program. In Pittsburgh, we have consistently used The Press for several years -- finding that the results have been most satisfactory.

So far during 1930 it has been our pleasure to send you orders for advertising on all of the major Kellogg schedules released to date -- Kellogg's All-Bran, Kellogg's Pep Bran Flakes, Kellogg's Rick Krispies and Kellogg's Corn Flakes. The Press will, this year, carry all of the Kellogg advertising released in the Pittsburgh market. We are naturally looking forward to even greater results during this year.

We want you to know that we appreciate the splendid service which we have been receiving through the Merchandising Service Department, all of which has been most helpful in increasing the effectiveness of the work of our sales organization and the advertising supporting them.

Very truly yours,

W. K. Kellogg

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CHICAGO
ATLANTA

in PITTSBURGH

in the right way

Kellogg, with a larger and more comprehensive schedule of advertising in The Press has a right to look forward to even greater results than ever from the Pittsburgh market. To cover the Pittsburgh territory Kellogg uses The Pittsburgh Press . . . and consistent results prove the wisdom of their selection.

Sales of all the Kellogg cereals, including . . . Corn Flakes, All-Bran, Pep Bran Flakes, Rice Krispies and Kaffee Hag Coffee . . . have enjoyed steady, profitable growth. Distribution has been consistently extended.

That manufacturers and distributors of food products support Kellogg's testimony of the result-producing power of The Press is substantiated by the 1929 food lineage records. These show that The Press published more food and grocery advertising than any other newspaper in the world.

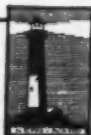
Take a leaf out of Kellogg's successful advertising book. Go after business in Pittsburgh The Press Way . . . the right merchandising way to get and to sustain consistent sales. The Press Has the Habit of Producing Results.

The Pittsburgh Press

A SCRIPPS, HOWARD NEWSPAPER

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS

230 PARK AVE., N. Y. C.



MEMBERS OF THE AUDIT
BUREAU OF CIRCULATIONS
... OF THE UNITED PRESS
and of
MEDIA RECORDS, INC.

CHICAGO • SAN FRANCISCO • DETROIT • LOS ANGELES
ATLANTA • PHILADELPHIA • BUFFALO • DALLAS

a "chap," or a "fellow," these crisp little pieces of baked entire grain will be equally strengthening, satisfying and nourishing.

With best wishes for your success, I remain,

Very truly yours,
JOHN G. DOE,
Manager of Advertising.

And so, on the high note of the last paragraph the correspondence ended.

The crying need for a moral to be drawn from the incident goes unanswered, save perhaps for the sound advice on health. The particular John G. Doe of this narrative seems to have lived up to his own prescription, and to have gone on from one success to another. His name appears occasionally in items about advertising men published in the news columns, although the last mention of him was as advertising manager of something other than a food product.

Our young undergraduate friend grew up to be an advertising manager, too, but later went into another field of endeavor. It may be that he neglected to take proper precautions for the safeguarding of his health, and so had no opportunity to achieve success as an advertising man. It is unfortunate that he has such an unreasonable prejudice against Predigested Particles.

Helped with Data on Prospect Records

SPAHN & ROSE LUMBER CO.
DUBUQUE, IOWA

Editor of PRINTERS' INK:

Your courtesy in sending us additional data on prospect records is indeed thoughtful.

We are keeping the Comfort Coal-Lumber Company's forms for reference. They bespeak a thoroughly efficient organization, which fact has been also evidenced by articles in PRINTERS' INK, from time to time, about their activities.

The plan of the Universal Portland Cement Company, outlined in one of the articles you sent us several days ago, closely approaches our needs. So much so that we are obtaining from them further information as to its success in practice.

PRINTERS' INK certainly leaves no stone unturned in the job of obtaining intelligent, helpful information for those who ask it. We appreciate it greatly.

SPAHN & ROSE LUMBER CO.

Philadelphia Agency Council Elects

Charles H. Eyles, president of The Richard A. Foley Advertising Agency,

was elected chairman of the Philadelphia Council of the American Association of Advertising Agencies at a luncheon meeting of members held recently at the Poor Richard Club. He succeeds Edward Parry, of the Tracy-Parry Company, Philadelphia.

Joseph Katz, of The Joseph Katz Company, Baltimore, was elected vice-chairman.

Howard F. Kairer, of The Charles Blum Advertising Corporation, Philadelphia, was elected secretary-treasurer.

The new officers will take office in May following the annual convention of the American Association of Advertising Agencies.

A. King Aitken, of the Aitken-Kynett Company, Philadelphia, was elected delegate to the national board, serving as nominee until the annual meeting at Washington.



Charles H. Eyles

Ingalls-Advertising, New Boston Business

Ingalls-Advertising is the name of a new advertising agency business which has been started at Boston. Arthur W. Ingalls, formerly with the O'Connell-Ingalls Advertising Company, is president. Sheldon M. Fisher, previously with the H. B. Humphrey Company, is vice-president; Frederick S. Thompson, formerly with the Frederick S. Thompson Co., is treasurer; Emily Woodward, formerly with the H. B. Humphrey Company, is production manager; and Harriett Albright, formerly with Wood, Putnam & Wood, is secretary.

New Tile Account to Reimers & Whitehill

The Robertson Art Tile Company, Trenton, N. J., maker of floor and wall tiles, has appointed Reimers & Whitehill, Inc., New York advertising agency, to direct its advertising account. A new series of tiles called Planatiles will be featured to the trade, to architects and to the consumer this spring and fall in full color pages.

Cantilever Account to Ayer

The Cantilever Sales Corporation, New York, Cantilever shoes, has placed its advertising account with N. W. Ayer & Son, Inc.

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Putting the Bundscho touch
into advertising typography
has made this institution
famous among the advertis-
ing fraternity of the world.
What can we do for you?



J. M. BUNDSCHO, INC.
Advertising Typographers
65 EAST SOUTH WATER STREET
CHICAGO

HERE TYPE CAN SERVE YOU

JOHAN JACOB ASTOR, after foreclosing a mortgage on a millinery shop, put on his hat and took a walk.

Presently he found himself in the leafy City Hall Park, the Gotham of his day. He sat down on a bench, and gazed at the assorted belles and matrons who were sauntering past. But his glance caused no blushes. For he was merely studying *hats* . . . Which hats were most popular, and who were wearing them.

He meant to find out what kind of hats he should make before he spent time and money making them.

... this man
was a pioneer



This man's research is just what the hat makers today need. Potential customers are everywhere, waiting to be discovered.

The program of service to clients and keeps on stimulating quality.

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*... but his glance
caused no blush*

*find what kinds of millinery ladies wanted
time money making up a line*

This man was a pioneer in market research. For research is just that simple. And few manufacturers today have to be urged to study their potential customers at first-hand—to find out who they are, where they come from, what they want.

The progressive advertising agency starts its service to clients at this "Who-what" scratch—and keeps on drawing strength from the same stimulating questions, clear to the tape.

THE ERICKSON COMPANY

30 PARK AVENUE, NEW YORK

THE NEW YORK CENTRAL BUILDING

If All Boston Transcript Readers—

could be gathered on a given day in some great plain outside the city—

On that day the banks would be without officials—executive business offices would be deserted—the great merchandising establishments would be without their managers—the smart shops for women would be empty—and directors' meetings and women's clubs would be without a quorum.

This is why wise advertisers place the Transcript first on the Boston list.



BOSTON EVENING TRANSCRIPT

Highest ratio of BUYERS to readers

CHARLES H. EDDY CO.

R. J. BIDWELL CO.

Boston New York Chicago

San Francisco Los Angeles Seattle

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Selling Advertising Agency Service

How to Make a New Business Solicitation Sincere, Whole-hearted and Individualized

By Aesop Glim

FIRST, last and all the time, it should be borne in mind that an advertising agency is a service organization. Wherefore, that which an advertising agency has to sell is service. There is no finished product involved. Advertising is a means to an end—one of the costs of buying sales—one of the four major functions of an advertiser's business. (The four functions being financing, producing, merchandising and advertising.)

The well-equipped advertising agency may be in a position to offer aid and advice on the other three functions of its client's business. But in any case, the client looks to the agency for comprehensive service in the planning, preparing and distributing of his advertising on which the success of all his business efforts rests to some important degree.

And coupled with this important service function, the agency assumes another important obligation to the advertiser. Through its media department, the agency becomes a purchasing agent—of costly publication space. When an agency solicits an advertiser's business, the agency is asking to be appointed trustee for an important amount of the advertiser's annual expenditures.

If you recognize the significance of all this—the important double function which constitutes *what* an agency has to sell—you will more easily accept old Aesop Glim's ideas as to *how* an agency should sell its services.

* * *

First and foremost, our definition indicates that the solicitation of new business by an agency cannot be a one-man affair. It must be an organization effort. The new business department—if any—should be an important organ of the body and recognized as such; it should not be thought of as a parasite (a boil on the neck).

Theoretically, there should not be a new business department. When an agency is ready to solicit new business, the owners of the agency should conduct the solicitation in person. The responsible heads of the business should be the ones to ask for the appointment to perform the important double function of agency service. It seems to me that courtesy would demand this form of solicitation—aside from the size of the request which the solicitation implies.

The answer to this theory is that such a plan would take too much time away from the service to clients already in the house. To which, in turn, I could answer, "If you are too busy with clients already in the house, perhaps you are not yet ready to take on the services to new clients."

Any effort to secure new business should be preceded by the asking and answering of three questions: Are we ready to take on new business? What kind or kinds of business do we want? Why do we want this particular account?

Such a frame of mind would establish what I consider to be one of the most important planks in a new business platform: The solicitation of each prospective account should be as sincere, as whole-hearted and as individualized as is the service to each account already in the house.

That seems too obvious to be voiced, but the fact remains that many new business efforts consist of wholesale solicitations in the hope that a few birds will fall. New business men cover a number of prospects with one stereotyped solicitation and then wonder why they don't bag more birds.

It is not enough to say to a prospect: We're a lovely bunch of fellows and we think you are too and we've had loads of experience and we've done thus and so for so-and-so. And therefore we're ready to

handle your business. We can't fail to improve your advertising.

* * *

Here are my ideas of how to make new business solicitations sincere, whole-hearted and individualized:

First, the decision that the agency is ready to take on some new business or will be ready at a certain date or can take on new business at certain fixed intervals—one, two or more accounts per year.

Second, the decision that the solicitations will be made either by the heads of the agency or by one or more official representatives of the heads of the agency. By an official representative, I mean a man who will at all times speak with full and specific authority for the principals. This requires frequent meetings with the heads of the agency to the end that they may know at all times not only to whom the representative is talking, but exactly what he is saying. The principals should be available for consultation with the representative on fairly short notice. Such a plan will also keep the principals thinking about the various solicitations and thereby making valuable suggestions.

A new business solicitor should be an advertising man of fairly broad experience, who understands not only the functions of advertising itself, but the duties and functioning of each department of the agency he represents. He should have knowledge of business principles as they pertain to most companies. He need not—and probably should not—be a spell-binder. He will talk to prospects on the basis of facts—facts pertaining to the business he is soliciting, as well as to the company he represents.

The third essential to new business effort is a function which can usually be set up to the best advantage in the agency's research and marketing department. This calls for statistical and market study of the prospects to be solicited. Assuming that the average agency can take on new business at the rate of at least one new account per year, this function would be more or less continuous,

but it would not call for peak loads of work on the part of the research department—as you will readily see.

This function calls for the submitting of each likely prospect to a series of tests—with the broad purposes of determining: First, that the agency wants to serve a specific account; second, that there is some reason why that account should be interested in that agency.

The first two tests would consist of more or less standard questionnaires. The first questionnaire would be quite simple. Name of prospect and nature of business would determine whether that business competed with any account already in the house. Then, approximate amount of average appropriation, together with the prospect's location would determine whether that advertiser could be served profitably at that distance. If a prospect survived this test, his name would go onto a passive prospect list.

The second questionnaire would cover all the information which could be gathered *statistically* about the prospect's business methods, products, packaging, merchandising, advertising, personnel and finances. By statistically, I mean all that can be learned without actual market surveys—from reference books, trade associations, business papers and so forth.

Bear in mind that the purpose of all this effort is to be certain that the account is desirable and to unearth some reason why the prospect should be interested in the agency. There is only one reason why the prospect should be interested and that is that the agency could contribute to an increase in sales. Wherefore, the task is to find something that is not being done to the fullest—some addition that could be made to improve the product, the packaging, the merchandising or the advertising.

If this second test leaves the prospect as still desirable—and particularly if it supplies a clue as to some improvement the agency might contribute—the prospect goes on to an intermediate prospect list.

The next test is to take one or more names from this list and

New England's Second Largest Market

**When You Advertise
For
Summer Patronage
From
Southern New England**

Concentrate your efforts where you will
secure the most returns from your invest-
ment;

Plan your appeal to those who have time
and money to spend for travel;

Place your advertising in the leading re-
sort medium of Southern New England—

The Providence Journal

Rhode Island's Guide to Vacation Land

ANNUAL RESORT NUMBER, JUNE 22

**72.22% of all Resort Advertising in
Providence newspapers in 1929 appeared
in The Providence Journal**

PROVIDENCE JOURNAL COMPANY

PROVIDENCE, R. I.

NATIONAL REPRESENTATIVES

CHAS. H. EDDY COMPANY

New York

Boston

Chicago

R. J. BIDWELL COMPANY

San Francisco

Los Angeles

Seattle

make a limited market survey of each business—either the industry in general or the business of the specific prospect. This test can hardly be standardized, except in terms of the purpose of all this effort—to find a reason why the prospect should desire the services of this agency. As soon as dependable evidence has been secured—from interviews with consumers, dealers or jobbers—the prospect goes on to an active prospect list and you are prepared to make your fourth test.

This fourth test starts with your first call on the prospect. You take with you the findings of your study to date—not as a formal report and by no means as a recommendation, but—as a basis for starting your discussion with the prospect. In this first interview you register your interest in the account, and you either confirm the prospect's interest in the contributions which you feel you might make to his business, or you learn that he is not a live prospect for your agency.

Your interview has started with a discussion of the prospect's business, in which you are sure he has an interest; it closed with some discussion of the firm you represent in terms of his business. You did not confine yourself to saying: We're lovely fellows and we'd like to have your business.

If your interview is successful, you have largely confirmed the evidence which your previous study unearthed—and you have established some degree of interest in your agency. If your interview does neither of these things, you put that prospect back onto the passive prospect list.

The outcome of this first interview may justify further market study along the lines your previous work has indicated. Your further interviews become more and more specific in establishing in the prospect's mind the conviction that there are important contributions which your firm could make to his sales. Some bright day, he may surrender. A sufficient number of solicitations of this character carried on month in and month out are certain to produce business, if

the agency can prove its ability to handle the types of business solicited.

Understand clearly that this type of research work as a basis for solicitation does not call for the submitting of speculative copy and layouts—nor for comprehensive merchandising plans and specific recommendations. You are still unqualified to make such recommendations intelligently, because you still lack the benefit of the prospect's own background of experience with this particular business. What it does do is to make you talk in terms of his business, to be judged according to your intelligence in such discussions. Yet you are not asking your prospect to buy a pig in a poke. You show a comprehension of the problems he faces and endeavor to prove that your own organization is fitted—in personnel and experience—to tackle such problems intelligently.

* * *

You will notice that I have set up three prospect lists on this basis—passive, intermediate and active.

The active list is under personal solicitation, each prospect in terms of the problems it presents from week to week. You cannot generalize about this list.

The intermediate list is the source for the active list—as time and circumstances permit you to start new personal solicitations. Also, from time to time new conditions will indicate that certain names can either be permanently taken off the passive list and forgotten or else made eligible for the intermediate list.

All three lists should be under periodic solicitation by some form of direct mail. This might take the form of a house organ—provided the house organ all but writes itself. It is not sufficient to say: Let there be a house organ. The personnel and activities of the organization must be dripping with the material for a house organ; it cannot be forced out and still be good.

Lacking a house organ, some other form of direct mail must be evolved. Then, as a backbone for all your efforts, use advertising, discriminatingly, in the business

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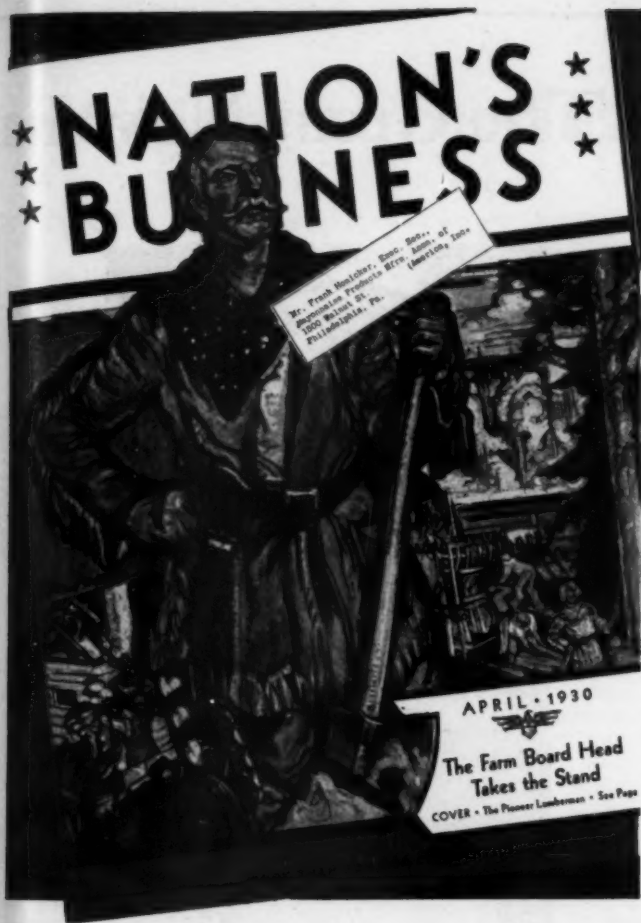
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Apr. 10



Apr. 10, 1930

PRINTERS' INK



“Nation's Business always brings
me fresh news, written in a way
that is interesting as well as useful.”

FRANK HONICKER, *Executive Secretary,*
Mayonnaise Products Mfrs. Assn.
of America, Inc., Philadelphia, Pa.

The Great New Fad in

When tempted to over-indulge

Reach for a **LUCKY** instead!

It's toasted

LUCKY STRIKE CIGARETTES

We do not say smoking Luckies reduces flesh. When tempted to over-indulge we say reach for a Lucky instead.

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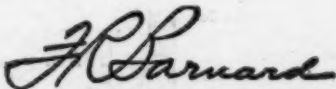
WE are not bragging because the American Tobacco Company is advertising Lucky Strike in the Street Cars.

Circulation, continuity and cost considered, Street Car advertising should have been the preferred medium for cigarette advertising even when cigarette smoking was almost exclusively a pleasure for men. Now that women take the privilege of enjoying the same satisfaction that comes from a good cigarette, Street Car advertising, which is read by millions of women every day, has much greater power for the cigarette advertiser than ever before.

Women no longer have to go into cigar stores to get cigarettes—they are now buying billions of cigarettes yearly at the chain stores—for themselves, their guests and their men folks.

Nearly every Street Car corner is a cigarette-buying corner and millions of Street Car riders, at least once every day, buy a package of cigarettes as soon as they get off the car. Why? Because they are not allowed to smoke on the Street Cars. Naturally the first thing they do is to light a cigarette if any remain in their package or case—if not, a package is bought immediately.

We submitted the idea for the current Lucky Strike campaign to Mr. George Hill, President of the American Tobacco Company, but we are not bragging about that either. It would not be worth a nickel in his desk drawer. The "future shadow" idea is being made increasingly valuable by the increasing amount of money spent to advertise it.



National Advertising Manager.

STREET RAILWAYS ADVERTISING CO.

**TYPOGRAPHY THAT
SETS UP AN IDEAL****BOSTON**

The Berkeley Press
The Wood Clarke Press

BUFFALO

Axel E. Sahlin Typographic
Service, Inc.

CHICAGO

Bertsch & Cooper
J. M. Bundscho, Inc.
Hayes-Lochner, Inc.
Harold A. Holmes, Inc.

CLEVELAND

Skelly-Typesetting Co.

DENVER

The A. B. Hirschfeld Press

DETROIT

George Willens & Co.

INDIANAPOLIS

The Typographic Service Co.

LOS ANGELES

Typographic Service Co.

NEW YORK CITY

Ad Service Co.
Advertising Agencies'
Service Co.
Advertising-Craftsmen,
Inc. (A-C)
Advertising-Typographers, Inc.
The Advertype Co., Inc.
E. M. Diamant
Typographic Service
Frost Brothers
David Gildea & Co., Inc.
Heller-Edwards Typography, Inc.
Huxley House
Lee & Phillips, Inc.
Royal Typographers, Inc.
Supreme Ad Service
Tri-Arts Printing Corp.
Typographic Service Co.
of N. Y., Inc.

Kurt H. Volk, Inc.

Woodrow Press, Inc.

PHILADELPHIA

Progressive Composition Co.
Willens, Inc.

PITTSBURGH

Keystone Composition Co.
Edwin H. Stuart, Inc.

ST. LOUIS

Warwick Typographers, Inc.

TORONTO

Swan Service

Fine Typography Is The Very Vitals Of Modern Advertising

In the land of the blind the one-eyed man is king. In East Cowlick or West Hencoop fair typography might do. But—in national magazines, big-town and small-town dailies, class journals, business periodicals and high-character farm papers addressed to knowing, weighing, "I'm-Just-As-Smart-As-You" audiences, fine typography is the very vitals of publicity. The eye instantly accepts or rejects advertising as a typographical whole before it even reads the copy.

ADVERTISING TYPOGRAPHERS OF AMERICA

National Headquarters—461 Eighth Avenue New York

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**TYPOGRAPHY THAT
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Typographic Service
Frost Brothers
David Gildea & Co., Inc.
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National Headquarters—461 Eighth Avenue New York

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papers of your profession. The advertising and direct mail will help open the door for your personal calls: From time to time—oh days of days—they will be the means of getting you invited in to tell your story to a prospect you hadn't thought of.

Square D Company Sales Appointments

C. E. Cook, formerly branch sales manager at Detroit of the Square D Company, Detroit, Square D electric safety switches, has been appointed assistant sales manager of that company, in charge of sales of meter and entrance switches as well as voltage testers. E. L. Pittenger, sales manager at Pittsburgh, has been made assistant sales manager in charge of sales of Square-Duct and industrial safety switches.

Eric Hartmann Joins Colcord Agency

Eric Hartmann, recently with the Homer McKee Company, Inc., of Illinois, Chicago, has joined David H. Colcord, Inc., advertising agency of that city, as vice-president in charge of copy, production and merchandising. He was, at one time, with Critchfield & Company, Chicago, and also operated his own advertising agency at that city.

Monmouth Products to Seaver-Brinkman

The Monmouth Products Company, Cleveland, manufacturer of replacement parts for the automotive industry, has appointed the Seaver-Brinkman Company, Inc., advertising agency of that city, to direct its advertising account. Business papers and direct mail will be used.

Priest-Lites to Parker Agency

The A. H. Priest Company, Dayton, Ohio, manufacturer of Priest-Lites, has appointed The Parker Advertising Company, of that city, to direct its advertising account. Publications will be used which cover the fields of oil marketing, construction work, amusement parks, new building ventures and night athletics.

New Advertising Business at Oshkosh, Wis.

Amonson-Remo-Gomoll, Inc., Oshkosh, Wis., has been incorporated as a general advertising business. The incorporators are Harry Amonson, Douglas E. Remo and Erwin K. Gomoll.

Harold T. Bodkin, assistant advertising manager of the Stewart-Warner Corporation, Chicago, radio and automobile accessory manufacturer, has been placed in charge of editorial publicity.

To Direct Automobile Radio Corporation Sales

L. G. Baldwin, for the last thirteen years with the Willard Storage Battery Company, Cleveland, and more recently in charge of radio sales for that company, has been appointed sales director of the Automobile Radio Corporation, Cleveland, manufacturer of Transitone, an automobile radio. Mr. Baldwin takes charge of the sales following the recent arrangements with the Willard service stations to sell, install and service Transitone radios for motor cars.

Appoints E. H. Brown Agency

Merchants Travel Service, Inc., Chicago, has appointed the E. H. Brown Advertising Agency of that city to direct its advertising account. The company sponsors a new plan of travel certificates with distribution through retail dealers throughout the country. Advertising will begin in newspapers in Texas, New Mexico and California, with further sectional schedules to follow.

Andrew Coburn Joins MacFarland Agency

Andrew Coburn, for the last five years vice-president of the Kling-Gibson Company, Chicago, has joined Hays MacFarland & Company, advertising agency of that city, as a stockholder and partner in the firm. He was for a number of years an executive with Williams & Cunningham, Inc., also of Chicago.

W. F. Deveneau with Archer Agency

Willard F. Deveneau, former executive vice-president and general manager of the Guild of Master Direct Mail Craftsmen, New York, has joined the Archer Advertising Company, Cincinnati, in an executive capacity.

Nacto Cleaner to Kelly, Spline & Watkins

The Nacto Cleaner Corporation, New York, has appointed Kelly, Spline & Watkins, Inc., advertising agency of that city, to direct its advertising account.

B. F. Provandie with Erwin, Wasey

B. F. Provandie, formerly vice-president of The Glen Buck Company, Chicago advertising agency, has joined the Chicago office of Erwin, Wasey & Company, Ltd.

Appoints Van Allen Agency

The Samarc Products Company, Waukesha, Wis., has appointed The Van Allen Company, Chicago advertising agency, to direct its advertising account. Newspapers in Oklahoma, Kansas and Wisconsin are being used.

Personalization of Approach Is Used Too Little in Sales Letters

Some Statements on "When to Personalize Sales Letters"

By John Carden

Of Dickie-Raymond, Inc. (Direct Mail Advertising)

"**I**NDIVIDUALIZATION is more important in making a letter produce results than personalization," said PRINTERS' INK on page 127 of the March 20 issue ("When to Personalize Sales Letter"). That fact is true, provided "personalization" means simply the taking of any given piece of copy and changing a fake fill-in or standard salutation to a personal fill-in so that the copy as such is addressed to a single individual or a single business firm. But I cannot agree with that definition of personalization.

Here are a series of statements based on experience from contact with the returns of approximately 50,000,000 letters per year for the last five years.

1. Given a good piece of sales letter copy, a piece of copy which has as much life, as much personality, as much selling value, as a personal solicitation by a good salesman of the same products might have, and send it out in two ways—First, individualize it so that it has attention value, so that it stands out with a printed signature, set it up in any way you wish—and the result will be no better, but probably just as good as you might get from the same piece of copy if you printed it.

Second, produce it as a processed filled-in and signed letter which is mechanically well done, and which to all intents and purposes is a personally dictated letter. (I am assuming, please note, that the letter has as much character as a personally dictated letter would have if it were well done.)

If we assume that the purpose which the letter is going to accomplish is of such a nature that we can have an accurate check on the results from a direct comparison of the two mailings on a split list

test, the second letter will out-pull the first letter practically without exception.

I will grant you that there are times when the increase in returns from the second letter will not be sufficient to justify the additional expense of mechanically duplicating a typed letter. Yet, since the additional cost is less than 1 cent per letter, the expected percentage of return and the unit of sale or the value of the purpose which we were attempting to accomplish, would have to be extremely low before the second method could lose money for us. Certainly, a man engaged in selling metal furniture where the unit of sale would be relatively high—where the value of a contact secured as a result of a mailing would be quite high, and where the purchasing of the product would almost invariably fall into the hands of one particular man in an organization—could well afford to personalize his approach to that man.

2. Granting that the type of copy used determines the value of personalizing a letter, it seems to be true that the very type of copy which justifies letter personalization produces the best results.

No one is in favor of doing a jig, or of producing a rooster from his hat when he enters a prospect's office in order to attract his attention. "Individualization" does not have to do that—but it seems to do it most of the time.

3. Three cheers for PRINTERS' INK's remark: "Better no personalization at all if attempts at it are not perfectly carried out."

4. It is too bad that the remarks about the ordinary rules of politeness and their application to letters and personal contact might be construed to mean "Don't use a filled-in letter." I hope you didn't intend them to mean that—since

33,883 INCOME TAX RETURNS *in St. Paul's 36!*



INCOME TAX RETURNS IN ST. PAUL'S 36—*The Exclusively* *St. Paul Market*

By Individuals	26,284
By Corporations	4,775
By Partnerships	2,824

THIS large number of returns is indicative of the tremendous buying power and sales volume available to the advertiser presenting a message to this group of 21 Minnesota and Wisconsin counties which constitute St. Paul's 36.

The Northwest shown above is the Dispatch-Pioneer Press circulating area. St. Paul's 36, the exclusively St. Paul market, is exclusively Dispatch-Pioneer Press circulation territory. No other Twin City paper covers it. Present your sales message for increased volume through these papers.

Circulation of Twin City Papers in St. Paul's 36

Dispatch-Pioneer Press	Daily 147,000	Sunday 90,000
Minneapolis Paper	" 13,000	" 24,000
Minneapolis Paper	" 12,000	" 27,000

Write for Market Analysis of St. Paul's 36.

St. Paul Dispatch-Pioneer Press

there cannot be any more unfair assumption of familiarity in addressing a man as "Dear, Mr. Jones" in a letter, than there is in addressing him as "Mr. Jones" as you enter his office.

5. To date, no means of securing a man's *favorable* attention to a letter has been found which is better than that of addressing him personally and accurately by his name at the beginning of a letter.

Last year a distributor operating in New England for one of the large manufacturers of a specialized office appliance which would sell to and would be bought through approximately the same channels as the products of the Toledo Metal Furniture Company, made a series of tests in an attempt to build up an experience which would allow him to operate consistently in securing by mail, leads which his salesmen could develop into prospects and sales.

In previous experience over a period of five years, addressing his mailing features to individuals, but making them of such a nature that the attempt to secure the lead was not personalized in any way, had produced for him on the basis of approximately twelve mailings per year to a list which averaged 4,000, from fifty to seventy-five such leads per year.

Intelligent sales consideration of the problem, which recommended among other things personalization of pieces designed to secure leads, produced for that organization from a list of somewhat poorer characteristics, but the same size, 640 leads, from four mailings. The leads were of approximately the same value in both cases.

Personalization of *approach* is used too little—not too much.

Appoints Akron Agency

The Simmons Manufacturing Company, Cleveland, maker of automobile replacement parts, has appointed Clark-McDaniel-Fisher & Spelman, Inc., Akron, Ohio, advertising agency, to direct its advertising account. Business papers and direct mail will be used.

Purchasing Agents to Meet

The fifteenth annual convention of the National Association of Purchasing Agents will be held at the Stevens Hotel, Chicago, June 16 to 19.

Appoint MacDonald-Cook Agency

The Leedy Manufacturing Company, Inc., Indianapolis, manufacturer of drums, xylophones and chimes, has appointed the MacDonald-Cook Company, South Bend, Ind., advertising agency, to direct its publication advertising. Magazines, business papers and professional publications will be used.

The MacDonald-Cook agency has also been appointed to direct the advertising of Soprani, Inc., of North America and the Elkhart Band Instrument Company, Elkhart, Ind.

G. M. Yarbrough Heads Nashville Agency

G. M. Yarbrough has been elected president of C. P. Clark, Inc., Nashville advertising agency, with which he had formerly been associated. He succeeds C. P. Clark, who has relinquished his holdings in that agency to Mr. Yarbrough to accept the position of vice-president and director of the Farman Shoe Company, also of Nashville.

E. P. Chapin, for the last two years with the Clark agency, has been elected vice-president.

New Account for Buchen Agency

The American Hair & Felt Company, Chicago, has appointed The Buchen Company, advertising agency of that city, to direct its advertising account. Newspapers, business publications and direct mail will be used.

L. C. Calkins Joins Blake, Moffit & Towne

L. C. Calkins, for the last two years secretary and sales manager of the McClellan Paper Company, Minneapolis, has joined the San Francisco headquarters of Blake, Moffit & Towne, wholesale paper distributors.

C. P. Coulter with Wiggins Systems, Ltd.

C. P. Coulter, formerly with the advertising department of General Motors of Canada, Ltd., has joined the staff of Wiggins Systems, Ltd., as a contact man.

Appoints Cleveland Agency

The Fical Chemical Sales Company, Cleveland, maker of a new drain pipe solvent, has appointed William Henry Baker, advertising agency of that city, to direct its advertising account. Business papers will be used.

To Direct Hugh Wallace Sales

John S. Halliday has been appointed sales manager, with supervision of advertising, of the Hugh Wallace Company, Detroit, manufacturer of woollens and knit goods.

WE ARE OBLIGED TO YOU



THIS statement is not made for the sake of good manners.

Just now, our intention is to point out to you the fact that when we accept an order for direct-mail service we consider ourselves obligated to sell our client's products. We are essentially practical in outlook; we search for practical selling ideas in making up direct-mail pieces, we consider the costs and we offer our customers the benefit of the Goldmann Minimum-Overhead Plan. Our main purpose is to produce definite sales by means of sound merchandising methods and dynamic salesmanship. To this purpose are directed our wide resources of talent and experience.

In our 54 years' experience our policies have continued consistently along these lines. The question of whether we have been successful in pursuing these policies may be answered by many satisfied clients.

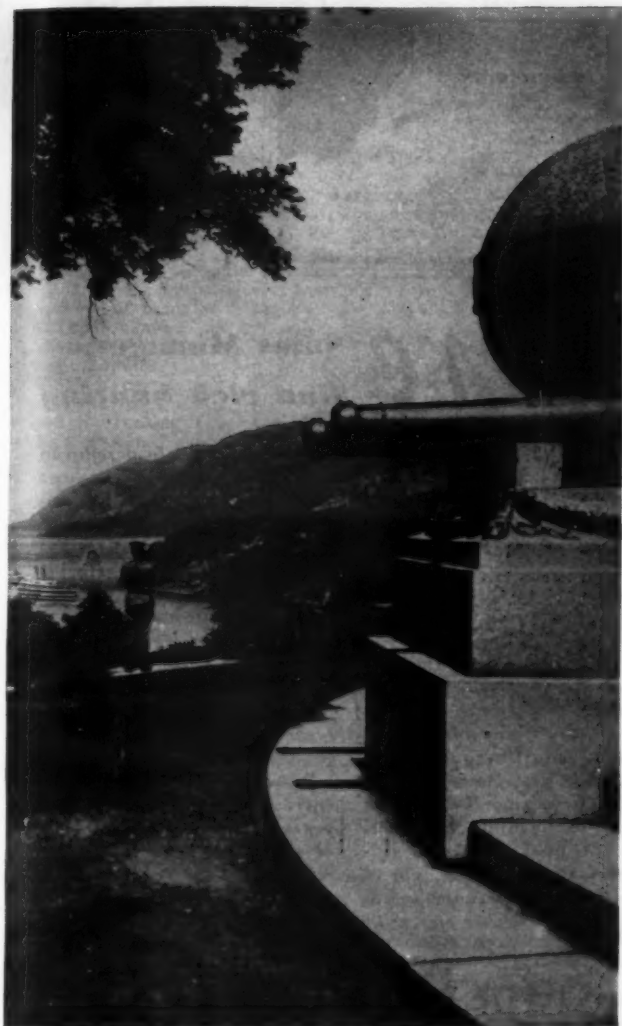
ISAAC GOLDMANN CO.

Founded 1876

PRINTING OF
EVERY DESCRIPTION

80 LAFAYETTE STREET
NEW YORK, N.Y.

TELEPHONE WORTH 61080



EWING-GALLOWAY PHOTO

Humor



here Sales Managers find rich hunting

Here is a preferred market . . . a more than ordinarily receptive market . . . a market composed of people who *earn* and *have* more than the average of the United States . . . a market in which slums, illiterates, foreign quarters and other "dead" spots are singularly absent . . . and most important of all, an *extremely accessible* market from the standpoint of building consumer demand.

The reason it is so accessible is because The Oregonian, its leading newspaper, is the *open sesame* to the minds, the hearts and the pocketbooks of this superior race of people. For 80 years The Oregonian has main-

tained unbroken leadership in this market. One of these years was last year, another one is this year, and another one will be next year. And the leadership seems to be increasing rather than diminishing.

This leadership is reflected in the largest lineage, the largest circulation, and the largest number of pages printed. But most of all it is reflected in the regard which Oregonians have for their Oregonian.

Where else in all America is there a publication which for 80 years has led its field, every year of the 80? Where else in all America is there a market so desirable and so accessible?

The Oregonian

PORTLAND, OREGON

The Preferred Newspaper of the Pacific Northwest

Nationally represented by VERRER & CONKLIN, INC.

NEW YORK
125 Madison Ave.

CHICAGO
333 N. Michigan Ave.

DETROIT
321 Lafayette Boulevard

SAN FRANCISCO
Monadnock Bldg.

Making Food Recipe Pictures Distinctive

It May Be the Manner of Serving, It May Be the Originating of a
Surprising New Dish, or It May Be in the Artist's Color Scheme

By W. Livingston Larned

THE pictured recipe has come to play a highly important part in today's advertising. And the ramifications and justifications are numerous, as might be expected, for the advertiser of a ham, or a tin of beans, or potted chicken, or jelly, is by no means the final arbiter. Every breakfast cereal and salad dressing and oil used for cooking and salad dressing, every trade-marked brand of cooking utensil, and every condiment, flour and bread falls naturally into line. To list all who find good cause to employ pictures of recipes, ready-to-serve, as the dominating illustrative theme, would require a full page in **PRINTERS' INK**.

To one who has been associated with advertising art for thirty years, it is obvious that the pictured recipe is perhaps the most important subject in America today, and one that is surest of a welcoming reception. People, wise heads have always maintained, are more interested in food than any other possible subject, sex included. A newspaper columnist recently stated that in his estimation, after writing on all kinds of subjects for all kinds of people, for forty years, he knew, for a certainty, that stories about food invariably appeal to the largest audience.

And when you come to glance through magazines and newspapers, you find that the recipe illustration is in its ascendancy. Never in the

history of advertising has the housewife been feasted upon such a banquet of possibilities and tempting suggestions.

There is just one drawback to this: Monotony can very easily



creep into this type of picture. What, then, can be done to arrive at new, unusual and extraordinarily appealing compositions which will not resemble the thousands which have gone before? It is my purpose to point out some of the answers to the problem. For it has become an important art problem, with such a formidable list of advertisers turning to pictured recipes.

When the suggestion was made recently that a campaign in magazines be based on beautiful, full-color illustrations of prepared

dishes, a skeptic dropped this pessimistic remark: "Oh, in this generation women are not bothering with tricky, involved recipes, requiring hours of work in the kitchen. It is a tin-can and bakery age. It might have been well enough thirty years back. But now this housewife of yours throws her meals together from pre-cooked junk and with the assistance of the delicatessen shop."

At first thought this might well appear to be more or less true, but in an investigation held not long since by a manufacturer of baking powder who had thought of issuing an unusually elaborate cook book for home use, it was disclosed that a larger number of housewives than ever gladly experiment with recipes and take infinite pride in their tables. The response, also, to keyed recipe coupons forces us to arrive at the same conclusion.


To create an unusual illustration of a recipe, a number of fundamentals must be taken into account. Here are a few of them:

Inventive domestic science experts should be set to work on the account. There are as many new dishes of all kinds, these days, as there are new Paris gowns, and they change with the seasons. One national advertiser regularly employs a talented woman who supplies a wholly new recipe for every week of the year. She supplies interesting innovations which are calculated to attract the average housewife.

In her own kitchen, at the plant, she makes up the dishes and tries them out on factory help and invited guests. They are either photographed in natural colors, or painted from black and white

prints, by competent artists, in sympathy with the exacting details, always having the dish itself before them. In order to catch the color spirit, such artists have been supplied with a freshly made up recipe each day for a week.

Cooked dishes "fade" after a few hours, and the modern do-



Lemon Garnish

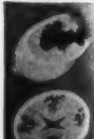
PREPARED BY A NEW
IMPORTANCE


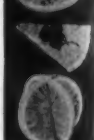
STRICTLY and the whole people
That suggests an actual color
has been used with the Sunkist
Garnish. Just a few drops of Lemon
Garnish will bring out the true
color of the dish.

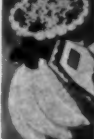
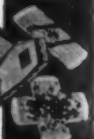
It is the same way with fish and
meats. A single drop of Sunkist
Garnish will bring out the true
color of the dish.


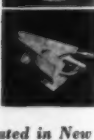
Preparation is the work of a few
minutes. Take a lemon, cut it
into quarters, then squeeze from
the sections three drops into the
batter, or pour over it with one
with a drop less. Sunkist
Garnish will bring out the true
color of the dish. Sunkist
Garnish will bring out the true
color of the dish. Sunkist
Garnish will bring out the true
color of the dish.

It is used for lemon and lemon
sauce. Sunkist Garnish will
bring out the true color of the
dish. It has been used on a
variety of other dishes. Sunkist
Garnish will bring out the true
color of the dish.



Sunkist California Lemons

For a full list of Sunkist products, see the Sunkist Booklet, which is sent free on request. Write to Sunkist, Inc., 1000 Broadway, New York, N. Y.

**Prospects for Sunkist Lemons Are Educated in New
Ways of Using This Fruit—The Advertisements Are
Usually in Color**

domestic science critic will catch the slightest deviation in color or texture. To her, it is an inexcusable and deplorable error if a food illustration is not close to the 100 per cent realism mark.

There is practically no end to the possibilities in the direction of novelty recipes which women have never seen before, but the difference may be very largely in form and color, and this fact is what concerns the artist. Herein lies the secret of the innovation in illustration.

In the color pages for Pillsbury's Cake Flour every dish featured is such as to catch the eye immedi-

4 **ONS**

Grocery Edition
CHAIN STORE AGE
A MONTHLY MAGAZINE FOR GROCERY STORES
Published by the Chain Store Age Co., Inc.
100 West 42nd Street, New York City

General Merchandise Edition
CHAIN STORE AGE
A MONTHLY MAGAZINE FOR GENERAL MERCHANDISE STORES
Published by the Chain Store Age Co., Inc.
100 West 42nd Street, New York City

Administration Edition
CHAIN STORE AGE
A MONTHLY MAGAZINE FOR CHAIN STORES
Published by the Chain Store Age Co., Inc.
100 West 42nd Street, New York City

Druggist Edition
CHAIN STORE AGE
A MONTHLY MAGAZINE FOR DRUG STORES
Published by the Chain Store Age Co., Inc.
100 West 42nd Street, New York City

**When you use CHAINSTORE AGE
you buy what you want—
you omit what you don't need
and pay only for what you get.**

Write for the facts!

CHAINSTORE AGE
93 Worth St., New York

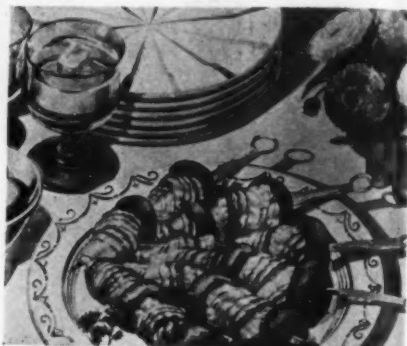
ately and to impress itself as something distinctively new. A special "Birthday Cake" is covered with delicately green coloring and bears, on its sides, chocolate cartoons of nursery animals. Patterns are available for the latter and the cake is primarily for youngsters.

However beautifully handled a recipe picture may be, in technique and composition, much is left to be desired in this age of so many such pictures, the majority of which are produced under admirable circumstances by the most talented artists in the business. The character of the recipe and its novelty would seem, today, more important than all else. This is what attracts the eye of the housewife.

When a Knox Gelatine display features a salmon loaf, the conventional loaf is not shown. Instead, the dish is placed in a special mold, and when it is turned out, on an ornate serving plate, decorated with lettuce leaves, it is in the shape of a fish. Think what this means as regards originality of make-up, wholly independent of the technique and composition.

Do it differently. That is the current keynote of any recipe picture. It is always possible to dress a combination of foods in an original manner. There was that page in colors for Libby's asparagus. A pleasing pattern of color and ingredients was designed by the domestic science expert. The stalks of asparagus were made into a spiral formation with slices of tomato and green pepper so wedged in, here and there, that the combined result was startling to the eye. Any woman might well wish to see such a dish served on her table. There would be exclamations of delight and praise! Yet it was just asparagus, after all, and a few tomatoes and green peppers.

Sunkist lemons, as advertised in colors, are always presented with skill. The prospect is educated in new ways of handling lemons. She is shown how to cut them in attractive new forms and how other foods may be garnished beautifully with lemons. Many of these pages have doubtless been cut out and saved by women.



Swift Premium Ham and Bacon Advertisements Present Unusual Recipes Which Many Women Doubtless Tear Out and Save



And Swift's Premium ham and bacon layouts boast this same pronounced individuality. A mixed grill is different from any similar dish the average woman has ever seen before.

You might wish to try out the recipe for no better reason than that it seems to be a new method of dressing the table.

Northwest Salmon Cannery to Advertise

At a recent meeting of thirty-one members of Washington and Alaska canning companies, the Northwest Salmon Cannery Association decided to launch a three-year advertising campaign to increase the consumption of canned salmon. Plans call for the expenditure of \$250,000 a year.

C. J. Sebastian, H. O. Roberts and E. B. Hanley have been named by Arthur W. Wittig, president of the association, as a committee to handle the details of the campaign.

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Chica

Cupit &
Kohl
San F

846 So
Los A

THE BANKER IS IN YOUR PICTURE!

The leading article in the April issue on "The Bank for International Settlements" by Mr. Melvin Traylor is a story that business executives as well as Bankers will find unusually interesting.

* * *

From Oklahoma this letter comes to us to offer further proof of tremendous reader interest. "In years gone by other magazines have appealed to me more than this publication, but particularly in the last few years your Journal has been made up of articles so human and so practical that I am discontinuing most of my other Journals as I find everything I need to keep informed and to keep up to date is contained in your magazine."

* * *

In the rivalry for markets between competing organizations it is a wise advertiser who forgets not his customers' bank, and who in the course of his merchandising job cultivates and holds the banker's good-will—that sentence is an adaptation of the gist of a recent *Printers' Ink* editorial.

* * *

The men listed below have most interesting facts and figures about Bankers and the Bank market. Why not ask one of them to tell you the Journal's story—and of course a copy of the Journal upon request any time you desire.

* * *

Alden B. Baxter, Adv. Mgr.
J. Howard Snow
New York.

Charles H. Ravell,
332 South La Salle St.,
Chicago, Ill.

Cupit & Birch,
Kohl Building,
San Francisco, Cal.

846 So. Broadway,
Los Angeles.



Steel, Cement or Elevator Doors

At One Wall Street in New York the towering new home of the Irving Trust Company rapidly assumes gigantic proportions. A few hundred yards away a new Bank of Manhattan building stretches over fifty stories toward the sky.

In other cities aggressive Banking institutions are contemplating and planning the erection of combination Bank and office buildings that will be truly "Temples of Faith" in the community.

The growing amount of business and construction advertising in the *Journal* is proof positive of the fact that this market representing millions in new construction is well worth cultivation.

Bankers not only erect new Bank buildings but they also exert definite influence on new construction under consideration by the thousands of businesses in which these Bankers are directly and actively interested.

Tell your story to Bankers through the pages of this, their own publication.

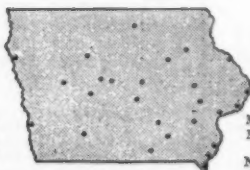
* * *

AMERICAN BANKERS
Association
JOURNAL

110 E. 42nd STREET NEW YORK CITY

Edited by James E. Clark

"That's Advertising The



Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Carroll Daily Herald
Cedar Rapids
Gazette & Republican
Centerville Iowaian & Citizen
Clinton Herald
Council Bluffs Nonpareil
Creston News-Advertiser
Davenport Democrat & Leader
Davenport Times

Dubuque ... Telegraph-Herald
and Times-Journal
Fort Dodge
Messenger & Chronicle
Fort Madison Democrat
Iowa City Press Citizen
Keokuk Gate City
Marshalltown
Times-Republican

Mason City Globe-Gazette
Muscatine
Journal & News-Tribune
Newton News
Oelwein Daily Register
Oskaloosa Herald
Ottumwa Courier
Perry Chief
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Daily Courier
Waterloo Tribune

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g That COUNTS"

When advertising is to appear in key-center newspapers, it "rings the bell" with Iowa merchants

IOWA merchants operate 25,000 retail stores, do a total annual business of over a billion dollars. When a portfolio of advertising is shown to one of these merchants, he is very likely to ask, "How much of this advertising runs in our local daily newspapers?" And, when the salesman can point out that a schedule is to appear in the local daily newspapers which specifically serves that merchant's territory, then, and only then, can he be sure that his advertising will "ring the bell" with the merchant. Why? Because Iowa merchants know from experience that such advertising helps them sell goods. They have learned to appreciate the definite value of the local newspaper in its own field.

During 1929, Iowa's farms and industries produced a total well over \$1,500,000,000 making Iowa one of the few states whose income exceeds the billion-dollar mark. Certainly Iowa is a prosperous state with tremendous sales possibilities for any advertiser.

Analytical advertisers and their agencies understand that Iowa must be considered not as one market, but as a group of markets. Consequently, it can be covered adequately, not by one newspaper, but only by a group of newspapers. Iowa has no city over 175,000 but 27 important key-cities, each attracting a large volume of trade from the territory surrounding it. And, in each of these trading areas, the local daily newspapers provide the most powerful selling force available.

In Iowa, advertising that counts—for the man-behind-the-counter, for the wholesaler or the manufacturer—is that which appears in these key-center dailies. The coverage of these newspapers makes Iowa an easy-to-develop market . . . and your sales sheets will prove this fact when you back up your merchandising plans with consistent advertising in Iowa dailies.

SS ASSOCIATION

Office of the President
Davenport, Iowa

Worcester, Massachusetts

Where the "Luxury Margin" Is Wide

In any market, the great majority of advertisers must look for their profits to the margin between average earnings of families and the amount these families must spend on the bare necessities of life. The amount left over when daily needs have been satisfied, represents the potential buying power for quality, conveniences, luxuries.

In Worcester, this "luxury margin" is wide. High average wages; savings over three times the United States average; diversity of industry that assures stable employment; the large percentage of families within the active buying age of 20 to 50—all these are factors in the following results.

Of the 93,400 families living in Worcester
and the average 18-mile suburban radius

50.39% own their homes	61.97% have savings accounts
46.90% own radios	55.55% have telephones
45.68% own pianos	34.26% own vacuum cleaners
43.49% own phonographs	20.22% own electric washers

(Above figures from Emerson B. Knight, Inc.)

This prosperous Worcester market—second greatest in New England—is adequately and economically covered by these newspapers alone.

Net Paid Average Circulation

DAILY 105,626

SUNDAY 53,004

Of all the families in Worcester and the average 18-mile suburban radius who regularly receive a Worcester newspaper, The Telegram-Gazette maintains Everyday Home coverage with 85.33%.

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

Paul Block, Inc., National Representative

New York Boston Chicago Detroit Philadelphia San Francisco

No, Mr. Brisacher, the Chains Have Not Hurt Advertising

To the Contrary, This Chain-Store Supporter Asserts That Chain-Store Growth Has Probably Increased Advertising Volume

By Godfrey M. Lebhar

Editor, "Chain Store Age"

EMIL BRISACHER'S answer to his self-propounded question: "Is Chain-Store Growth Hurting Advertising?" which he discusses interestingly in the March 27 issue of *PRINTERS' INK*, is: "Yes, with reservations." Mine would be: "No, without reservations."

The two answers are not nearly so far apart as they may appear, because if the proper weight is given to Mr. Brisacher's "reservations," I believe the net result would require a negative, rather than an affirmative answer, even upon the basis of Mr. Brisacher's own premises.

It is true, as Mr. Brisacher suggests, that the chain-store buyer is more discriminating and more analytical than the independent merchant as a class.

It is true that the basis of chain-store merchandising is minimum inventory and maximum turnover.

It is true that every item the chains handle must maintain a satisfactory rate of turnover or give way to a competitive product that does.

It is true that a manufacturer who fails to hurdle "chain-store barriers" in a particular territory or in the field at large is probably in a worse position than if the stores operated by the chains were owned and operated individually. In the one case, he is automatically shut out from all the stores in question, whereas, in the other, he would probably secure partial distribution even under the most unfavorable circumstances.

It is true that "all worth-while fields are seemingly crowded with competition these days."

But just because all these things are true, it seems to me that advertising to the consumer has become more essential than ever, that

the volume of advertising being placed today is probably greater than it would have been but for chain-store development, and that the continued growth of the chains will stimulate consumer advertising, rather than hurt it.

Indeed, so far as the "long-established brands which are the hall-marks of advertised, standard values" are concerned, Mr. Brisacher admits that the chains are not side-stepping them. While the figure he quotes for the percentage of grocery chain volume represented by nationally advertised products—88 per cent—is undoubtedly excessive, there is no question of the growing partiality the grocery chains are showing for nationally advertised brands. So long as minimum inventory and maximum turnover remain the cardinal principle of chain-store operation, nationally advertised products will continue to fit ideally into the chain-store picture.

A Place in the Sun Assured

True enough, as Mr. Brisacher declares, "even the advertised leaders must prove their ability to subdue organized hostility, or out they go," but doesn't that fact, in itself, insure advertising a place in the sun? If even the recognized leaders among grocery products must sustain consumer demand and consumer acceptance on peril of losing their place on chain-store shelves, will not consumer advertising become more essential than ever? Would it not seem that the more extensive the chain-store system becomes, the more necessary it will be for manufacturers to build up public good-will for their products, and the greater the opportunity advertising will have to develop it?

On the other hand, in the case

of the manufacturer who, for one reason or another, fails to secure satisfactory chain-store distribution, the need for stimulating distribution through other channels would likewise seem to work in favor of advertising.

If, then, advertising has become increasingly important both to the manufacturer who enjoys chain-store distribution and the manufacturer who doesn't, how can it be said that chain-store growth hurts advertising?

It may be true, as Mr. Brisacher suggests, that in certain metropolitan areas where the grocery chains command most of the outlets, it would be more difficult to obtain extensive distribution *in advance* of the development of consumer demand than would be the case if the manufacturer had to deal with an equal number of stores operated by individuals. High-pressure salesmanship and golden promises would undoubtedly prove more effective among independent merchants than with less susceptible chain-store buyers. Adding one more line to the number of competing products already stocked has been responsible for the troubles of the independent merchant more than almost any other factor. The chains make no such mistake.

Such a situation might conceivably change the character of the job advertising would be called upon to do—it would have to develop consumer *demand* rather than consumer *acceptance*—but it would in no way lessen the need for advertising and might possibly increase it.

It may be that the manufacturer of a new product finds the going harder today than the manufacturer of pre-chain days, but I am inclined to think that factors other than chain-store growth are responsible for it.

Probably the difficulty modern-day manufacturers experience in establishing new products may be definitely attributed to the fact that too many of them are trying, as your contributor expresses it, "to put over their brands in crowded fields—and all worthwhile fields are seemingly crowded with competition these days."

If "advertising isn't what it used to be," it is because manufacturing conditions are not what they used to be, rather than because of the changes which have come about in distribution. If advertising cannot do today what it accomplished in years gone by—which I am not prepared to admit—it is because there is a limit to what any device can accomplish. Advertising has done such an excellent job for established lines, it can hardly be expected to duplicate its success for every new item that comes along irrespective of its merit or the actual economic need for it. The trouble with many new products is that they are not new at all—in the sense that they fill a need not already amply provided for.

But let a manufacturer produce an item of real merit, with something more to commend it to public favor than a new name, a new package and a high-pressure marketing campaign, and I imagine advertising will still be able to do an effective job in putting it over—and will be able to do it quicker and more completely because of the facilities offered by the chains than it could ever have done without them.

In the nature of things, it is impossible to figure or even to conjecture to what extent the growth in advertising during the last ten or twenty years may be attributed to any of the many factors which may have played a part in it, or whether any particular concurrent development has played any part in it at all. For that reason, it would be just as hazardous to say that the growth in advertising in recent years is due to the concurrent growth in chain-store distribution as it would be to suggest that advertising would have progressed further had the chain-store idea not progressed so far. About the best we can do on the particular question which Mr. Brisacher raises is to theorize, and, theoretically, I incline to the belief that chain-store growth has done advertising more good than harm, and will continue to operate in the same way for many years to come.

Don't Scatter Your Advertising Shots!

MEN who know firearms do not use shotguns when shooting at a bullseye. They use rifles . . . and rifle bullets that go straight to the mark.

Merchants who watch and check profits on each selling job do not use shotgun scatteration methods in their advertising. They concentrate their space appeals . . . like rifle bullets . . . and drive them consistently into the rich markets where profits can be made from sales.

Check your advertising appropriation. Is it being scattered like pellets from a shotgun? Or is it driving your sales message home with bullet-like precision?

The New News has the greatest concentrated newspaper circulation in the rich San Francisco market.

To hit the profit mark in San Francisco, use The New News. More than 80 per cent of its circulation is concentrated in the City of San Francisco . . . the west's richest market.

THE SAN FRANCISCO NEWS

A Scripps-Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVE., N. Y. C.



MEMBERS OF THE AUDIT
BUREAU OF CIRCULATIONS
. . . OF THE UNITED PRESS
and of
MEDIA RECORDS, INC.

CHICAGO · SAN FRANCISCO · LOS ANGELES · DALLAS
DETROIT · PHILADELPHIA · BUFFALO · ATLANTA

Building House Magazines That Help the Salesman

UNION CARBIDE SALES COMPANY
NEW YORK

Editor of *PRINTERS' INK*:

Please send me your most recent list of house organs being published at the present time.

We are particularly interested in house organs which go to the sales force.

MADGE E. DILTS,
Home Advisor.

THERE are comparatively few good house magazines for salesmen for the reason that there are few sales forces of a size sufficient to warrant the publication of any but the simplest types of magazines. An examination of the salesmen's magazines in our file shows that they vary from two and four-page processed or typewritten messages to much larger and much more elaborate magazines printed on coated stock and liberally illustrated. It is interesting to note that the latter type of magazine is used almost exclusively by the manufacturer whose salesmen go from house-to-house, which again bears out our contention that only the large sales force warrants the expense of an elaborate publication.

A few years ago most salesmen's magazines had one glaring fault; they were over-burdened with pep talks of the kind which were so much in vogue during the era of super-salesmanship. Fortunately, for the manufacturer and for his salesmen, with the decline of super-selling the pep talk has almost disappeared. However, there are still traces of this type of so-called inspirational literature, but these traces are by no means so nauseating as the pep stuff of a few years ago.

With the obliteration of this type of material there has come a quieter, more dignified and more effective salesman's magazine. A magazine like the "Smith-Corona Sales News" is many steps above the average salesman's publication of a few years ago. It is printed on coated stock, is liberally illustrated with, what, to the salesmen,

are live news photos and the material is of both a news and an inspirational nature. The word "inspirational" has been badly abused but in its best meaning it covers really helpful material, such as articles written by men in the field telling how they have solved knotty sales problems or how they have uncovered new methods of getting prospects, clinching sales, etc.

Such a magazine is an excellent demonstration that if you give the salesmen plenty of news, and this means pictures also, they will naturally absorb the special messages which you wish to get over to them. In a recent issue of the "Smith-Corona Sales News" there are such articles as, "After You Get a Customer, Hold Him," "A Plan for Developing a Sickly Territory," "L C S Exclusive Features Increase School Sales," and other articles of a similar nature, all written by salesmen. These are examples of the best inspirational material and will receive a careful reading because they are written by salesmen for salesmen.

The fact that the sales force is not of a sufficient size to warrant much expenditure on a sales magazine need not discourage the sales department. Some excellent little magazines are being sent out on ordinary typewriter paper to forces of less than fifty men. These are small editions of what the "Smith-Corona Sales News" and its fellows represent to the larger sales forces. A minimum of pep talks, a maximum of really helpful information, plenty of news, and the right type of inspirational material are alike essential to the large and the small magazines and are available equally to both.

It would be possible to list a number of different things that might go into a salesman's magazine but such a list, boiled down, would be included under the material mentioned in the last para-

One Newspaper

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National

Foods

In February this year the World-Herald printed 52,416 lines of national food advertising compared to 5,754 lines in the Bee-News. For January and February the national food totals were: World-Herald 99,274 lines, Bee-News 15,498 lines. During the same two months these 43 national food accounts used the World-Herald alone:

American Beauty Products

Armour & Company
Arrowhead Champagne
The Barton Salt Co.
Van Camp's
Blue Hill Cheese
Blue Ribbon Malt
Campbell's Soup
Chase & Sanborn Coffee
Tom Collins
Cream of Wheat
Frank's Kraut
Folger's Coffee
Gorton's Fish

Heinz Products

Ice Berg Head Lettuce
India Tea
K. C. Baking Powder
Kraft Velveeta Cheese
Lea & Perrins
Lipton's Tea
Loose Wiles Biscuit Co.
Maxwell House Coffee
National Biscuit Co.
Nestle's Chocolate
New Oats
Pillsbury's Bran
Post's Whole Bran

Postum

Dr. Price
Ralston Purina
Rumford Baking Powder
Ry-Krisp
Salada Tea
Sanka Coffee
Shredded Wheat
Sims Malt
Staley's Syrup
Texas Grapefruit
Thompson's Malted Milk
Walkers Assoc.
White Rock Gingerale
Wander Bakers

(Not including foods advertised in the American Weekly)

OMAHA WORLD-HERALD

February, 1930, Average: Daily, 128,036; Sunday, 123,973

U. B. P. Publications

Metal Trades

The Iron Age

Hardware Trade

Hardware Age

Hardware Age Catalog

Hardware Age Verified List

Textile

Dry Goods Economist

Economist Buyers Directory

Nugents

Nugents Directory

National Dry Goods Reporter and

Drygoodsman

National Dry Goods Reporter

Wholesale

Chicago Buyers Directory

Shoes and Hosiery

Boot & Shoe Recorder

Hosiery Age

Jewelry & Optical

The Jewelers' Circular

The Optical Journal

The Jewelers' Circular Buyers' Directory

Automotive

Automotive Industries

Automobile Trade Journal and

Motor Age

Motor World Wholesale

The Commercial Car Journal and

Operation & Maintenance

Automotive Industrial Red Book

Chilton Automotive Multi-Guide

Chilton Aero Directory and

Catalog

Chilton Highway Register

Oil

Oil Field Engineering

Chilton Petroleum Hand Book

Toys

Toy World

Plumbing & Heating

Sanitary and Heating Age

Warehousing

Distribution and Warehousing

Insurance

The Spectator



UNITED BUSINESS PUBLISHERS
239 WEST 39th STREET,

A. C. PEARSON, Chairman

F. J. FRANK,

ARNOLD L. DAVIS, Secretary

President

F. C. ST

"TO CONSIDER FIRST the Interests of the Subscriber"

THE first article in the creed of business paper publishing is fidelity to the interests of the subscriber. Without the opportunity to serve there would be no business publications. With this opportunity there is a constant challenge to better, fuller service.

The U. B. P. welcomes the challenge and vigorously practices both collectively and through its individual publications the profession that the interests of the subscriber are paramount.

The result is Leadership, evidenced by reader interest and acceptance by the leaders and important members of the fields of business which it serves.

The benefit is twofold: The intimate contacts, built upon faith of the subscriber in the integrity and purpose of the publication, permit a beneficial interchange of knowledge.

The authoritative position which the publication gains means that the advertiser finds a medium through which his messages may be transmitted with certainty and dispatch into the consciousness of his important prospects.

Due to its intimate contacts in the varied industries which it serves, the U. B. P. is in a position to offer dependable assistance in perfecting distribution plans, and welcomes the opportunity of serving you.

PUBLISHERS, INC.
NEW YORK CITY, N. Y.

President

C. A. MUSSELMAN, Vice-President

F. C. STEVENS, Treasurer

Great Britain's Great Daily The Daily Express

The only national daily of Great Britain which publishes front page news on its *front page*.

The only national daily which gives complete national service by publishing simultaneously in three cities.

The only national daily which has increased its circulation each month, without one break, for three years.

The only national daily which has *added* more than seven-hundred-thousand to its circulation in this short period.

The only national daily which has worked for eleven years to put youth into control.

The only national daily read and followed by the new leadership which is making Great Britain, modern Britain.

The great national daily newspaper which takes your advertising messages to the money-earning, money-spending British public.

The Daily Express

The National Newspaper that is building
Modern Britain

JOSHUA B. POWERS, INC.

Exclusive Advertising Representatives

250 PARK AVENUE, NEW YORK

London

Paris

Berlin

Buenos Aires

This is the tenth of a series of advertisements presenting the world's most concentrated market, and its three-fold voice—Great Britain and the Beaverbrook Press.

If you are interested in the great British market you should be on our mailing list to receive our series of booklets on how to sell forty million British.

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graph. It is interesting to note how many such magazines fall by the wayside after a few issues. Their failure may lead many sales executives to believe that any such publication cannot be successful. However, there are a number of salesmen's magazines which are flourishing after a number of years of successful work.

The reasons for their success are not difficult to find. Where you see a successful salesman's magazine you will find a consistent editorial policy, a keen recognition of the function of the salesman's magazine, an appreciation of the type of material which really helps the salesman, and a willingness to put into such a magazine the time and effort that is really needed if it is to be successful. Most magazines that fail, do so because the sales departments publishing them commence their work with a great deal of enthusiasm which soon dies out under the deadly necessity of uncovering good material at periodic intervals. Editing a salesman's magazine is not a job for the third assistant office boy nor is it a job which the sales manager can turn out during a few spare hours each month.

We have a list of about 250 external house magazines, that is, magazines printed by the manufacturer for his retailers, distributors, salesmen, etc. This list, which does not include strictly internal employee magazines, will be sent gratis upon request.—[Ed.]

PRINTERS' INK.

F. T. Hess Manager, Furniture Bureau

Frank T. Hess, formerly sales manager of Felt & Tarrant, Chicago, manufacturer of the Comptometer, has been appointed manager of the wood office furniture bureau which functions jointly as a bureau of the Wood Office Furniture Associates, Inc., and the National Lumber Manufacturers Association. He will assume his new duties on April 15.

Appoints Addison Vars Agency

The Birnbach Radio Company, New York, has appointed the New York office of Addison Vars, Inc., advertising agency, to direct its advertising account. Newspapers in New York and Philadelphia are being used. The Birnbach company makes electrical radio appliances.

Merges with Anderson; Davis & Hyde

Anderson, Davis & Hyde, Inc., and Campbell, Lowitz & Whiteley, Inc., both of New York, have combined their businesses. The combined agencies will be conducted under the name of Anderson, Davis & Hyde, Inc.

Officers of the corporation are T. Hart Anderson, Jr., president; Anson C. Lowitz, vice-president; F. A. Platte, secretary and treasurer. Frank R. Goodell will be chairman of the board.

Probate Will of Lafayette Young, Jr.

The estate of the late Lafayette Young, Jr., former publisher of the Des Moines *Capital*, who died last February, totaled \$1,006,673, according to inventory filed recently when his will was admitted to probate. His widow is sole beneficiary and executrix of the estate, receiving all insurance, with the exception of one policy for \$105,229 payable to his son, Lafayette, III, as well as realty and other properties.

New York "Mirror" Appoints H. E. Greene

Howard E. Greene has been appointed promotion manager of the New York *Mirror*, succeeding Don Williams, resigned. Mr. Greene was, until recently, promotion manager of the Audit Bureau of Circulations, Chicago.

Arora Products to Boyd Agency

Arora Products, Inc., manufacturer of Neon signs, has appointed the Boyd Company, Inc., Los Angeles advertising agency, to direct its advertising account. Business papers and direct mail are being used.

With Doremus & Company at Los Angeles

James B. Minor, formerly advertising manager of the wholesale division of Marshall Field & Company, Chicago, has joined the Los Angeles office of Doremus & Company, advertising agency.

New Account for Cleveland & Shaw

Leather Finish Fabrics, Inc., Newark, N. J., manufacturer of special fabrics, has appointed Cleveland & Shaw, Inc., New York advertising agency, to direct its advertising account.

Appoints Edwin Bird Wilson

The Neilan, Schumacher Company has appointed the Los Angeles office of Edwin Bird Wilson, Inc., New York advertising agency, to direct the advertising of Neilan products for oil fields.

Get All the Facts—Then Swing the Axe!

A Copy Writer Should Learn All About a Product—Then Lop Off the Non-Essentials

By Laurence G. Sherman

ROBERT K. LEAVITT* asks a very interesting question in the March 27 issue of *PRINTERS' INK*: "How Much Should a Copy Writer Know About the Product?" And he answers his own question so conclusively and accurately that there aren't any loose ends sticking out for a captious critic to seize upon.

But is the *extent* of the copy writer's product knowledge really so important? Isn't it rather a question of how well the copy writer can inoculate himself against a possible overdose of technical knowledge—while absorbing all the information he needs to write sincerely about the product he is selling?

Sincerity is the priceless ingredient in copy. And sincerity is the result of understanding. Synthetic sincerity, fanned into a semblance of the real thing by artificial means, won't get by the alert advertiser, as Mr. Leavitt points out. The copy writer can't take a casual glance at a marketing situation and then by some hocus-pocus or other turn out copy that rings true. He must have intimate knowledge of what it is all about. By steeping himself in the very essence of the product, and its relation to the people who buy it, he will kindle in himself respect and enthusiasm for the product as it fits into the lives of its buyers.

Where is the danger in this process of absorption? The agency copy writer lives and has his being in a shop full of widely different business contacts. He is constantly looking at a kaleidoscope with changing patterns and colors. If he spent his life within the four walls of any one industry, and ate, drank and slept in the atmosphere

of one product, then he would become steeped in its peculiar flavors, and everything he wrote would probably reek of technicality. But by the same token he wouldn't be an advertising agency copy writer—and that lets him out of this discussion.

A competent copy writer will preserve his outside freshness of viewpoint, no matter how profoundly he buries himself in the contemplation of a product. He gathers up everything he can find about the making, selling and use of a product—and automatically sifts the essentials from the non-essentials. When he gets down to actual writing, his presentation is a job done by a writer who knows the art of concealing art.

Technical knowledge is kept where it belongs—serving as a support for his selling enthusiasm. It's a rest for his gun, to steady his aim and keep his shots from peppering all around the target at random.

A Common Denominator

It's all very complex—because a copy writer's knowledge of diamond bracelets would obviously have a different aspect than his knowledge of steam shovels. But there is a common denominator for all products. Somewhere there is a line of least opposition to follow—a shortest route for the seller to travel to reach the buyer's selfish interest. And the copy writer must blaze that trail so that there's no confusion or unnecessary twists in the route. How can he do an intelligent job without having surveyed every square inch of the landscape?

If he has a healthy fact-digestion, he will assimilate only the nourishment needed to produce a clear-eyed, straightforward presentation of the selling story. If he

*Mr. Leavitt is secretary-treasurer of The G. Lynn Sumner Co. (advertising agency).



REACHING THE BUYER IS HALF THE SALE



POSTERS MADE FOR USERS

Major Products Advertised on Criterion Boards

Reckitt's Blue
Green River
Snowdrift
Schlitz Malt Syrup
Ward's Bread & Cakes
CN Disinfectant
Wrigley's Chewing Gum
Werko Washing Powder
Mavis
Tolley's Cake
Majestic Radio
Old Master Coffee
Mail Pouch Tobacco
Dayton Tires
Mahawk Tires
Grape-Ola
St. Louis Globe-Democrat
Diamond Crystal Salt

AS PART of the only uniform national service of 3-sheet neighborhood posting, Criterion Service also offers poster-copy production.

Poster design calls for unique technique. 15 years of specialized experience at it is offered to all users of Criterion Service. Usually this means better posters; frequently lower costs as well.

No. 18 of a series, inviting attention to twenty unique features of Criterion National Neighborhood Posting. Criterion Service, Graybar Building, New York City.

CRITERION SERVICE

The Original and Only Uniform National
Service of 3-Sheet Neighborhood Posting

CRITERION SERVICE, GRAYBAR BUILDING, NEW YORK CITY

Please send us the portfolio advertised in Printers' Ink.



Company Name.....

Address

Attention of

Title.....

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begins to suffer from bilious introspection, or breaks out with a rash of hypertechanical hives—then his mental gizzard isn't adapted to that particular diet.

The copy writer needs a sound working knowledge of every angle of a product. If he is competent, he won't suffer from an overdose of knowledge. Experience has given him a form of immunity. He has developed a selective apparatus which can be depended upon to keep a proper balance between the facts which interest only the maker—and those which spur the buyer to action.

Appointed by "The American Legion Monthly"

Glenn Mills has been appointed Western advertising manager of *The American Legion Monthly*, Indianapolis. His headquarters will be at Chicago.

George A. Woodward, formerly with *System* and *True Story*, both of New York, has joined the advertising staff, at that city, of *The American Legion Monthly*.

Join Pawley Agency

Robert L. Savory, formerly with the Kidder-Peabody Company, Boston, has joined the Boston office of the Pawley Company, Inc., advertising agency, as an account executive.

G. S. Fraser, for more than five years with the B. F. Sturtevant Company, Hyde Park, Mass., has also joined the Boston staff as a copy and contact executive.

To Direct Mullins Manufacturing Sales

Gordon F. Keyes has been appointed general sales manager of the Mullins Manufacturing Company, Salem, Ohio. Mr. Keyes is a director of the company and has been connected with it for ten years, having formerly been manager of the tool and die division.

C. J. McCormick Enters Investment Field

Clifford J. McCormick has resigned as a member of the firm of Doyle, Kitchen & McCormick, Inc., New York advertising agency, to enter the financial investment field. The name of the firm with which he will be associated is Wilson & McCormick.

Appoints Cleveland & Shaw

L. E. Carpenter & Company, Inc., Newark, N. J., manufacturer of Pyroxilin coated fabrics, has appointed Cleveland & Shaw, Inc., New York advertising agency, to direct its advertising account.

City Advertiser an Employment Bureau

As a help in alleviating the unemployment situation in Philadelphia, display space is being used in newspapers under the name of Harry A. Mackey, mayor of that city with the following copy: "To the employers of Philadelphia and vicinity. You will find a list of able-bodied men and women of this city, now unemployed, in the Department of Public Welfare. . . . I appeal to you to consult this list when looking for skilled and unskilled workers of every description, and thus aid us to relieve unemployment."

Join Union Central Life Insurance

Robert W. Ashbrook has been appointed manager of the sales promotion division of the Union Central Life Insurance Company, Cincinnati. Roger Budlong, formerly with the Travelers' Life Insurance Company, Hartford, Conn., has also joined the sales promotion division of the Union Central company.

Made General Manager, Sunmaid Raisin Growers

Carlyle Thorpe, formerly general manager of the California Walnut Growers Association, Los Angeles, has been appointed general manager of the Sunmaid Raisin Growers of California, Fresno, Calif. Glen S. Ridnour has been made sales manager.

W. H. Eichhorn with Brown Agency

William H. Eichhorn, for the last nineteen years with Leddy & Johnston, New York advertising agency, has joined the Brown Advertising Agency, Inc., also of that city. The firm of Leddy & Johnston has been discontinued following the recent death of J. H. Johnston.

Appoint Lampport Fox Agency

The Pan American Band Instrument & Case Company, Elkhart, Ind., and Ludwig & Ludwig, Chicago, drum manufacturers, have both appointed Lampport, Fox & Company, South Bend advertising agency, to direct their advertising accounts.

To Represent "Automotive Merchandising"

M. Warren Baker has been appointed representative, in the Middle West, of *Automotive Merchandising*, New York. His headquarters will be at 128 North Wells Street, Chicago.

Criterion Advertising Company Opens Toronto Office

The Criterion Advertising Company, Inc., New York, has opened an office at 159 Bay Street, Toronto.

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PRINTERS' INK

SOUND STUDIOS OF NEW YORK, INC.

AND

Western Electric

A RECORDING license for Electrical Transcriptions under Western Electric patents, methods and processes, the first of its kind in the history of broadcasting, has been issued by Electrical Research Products Inc., to Sound Studios of New York, Inc.

The association of these two important factors in this field, raises new standards in recorded programs.

Sound Studios of New York, Inc., is already well known for the splendid quality of its radio entertainment, among which are numbered

PALMOLIVE HOUR, SEIBERLING SINGERS, WONDER BAKERS, CHAMPION SPARKERS, ARMSTRONG QUAKERS, CHASE AND SANBORN CHORAL ORCHESTRA, AND OTHERS.

To this organization is now added all the acoustic science developed in the great research laboratories of the Bell System.

Broadcasting stations throughout the United States are rapidly being supplied with Western Electric reproducing equipment in order that the transmission shall maintain the same fidelity with which the program has been prepared and recorded.

Let us tell you exactly what can be done, what it will cost. Better still, ask us for a demonstration of electrical transcriptions created by Sound Studios of New York, Inc., with apparatus especially made by Western Electric Company for recording programs to be broadcast on Western Electric station equipment.



SOUND STUDIOS OF NEW YORK, INC.
50 WEST 57th STREET NEW YORK, N. Y.

Ring ing r



Big Ben . . . Daddy of the Westclox Family Wakes the World

*I*n every civilized land on the face of the globe, densely populated cities, rural districts . . . everywhere that being on time is of importance, people rely on Big Ben. Millions have found him as dependable as the sun.

His friendly call speaks a "language" that is universally understood. To all nationalities it means but one thing: "Time to Wake Up!"

Big Ben is attractive in design, in finish . . . strictly modern and a quality alarm through and through. He is dependable. His chimey alarm sounds on a loud gong . . . rings steadily or repeat. His large handy keys are easy to wind.

The graceful, fine-cased case makes him most firm and solid. Precision built in every detail and superbly backed by a Two Year Gold Seal Service Guarantee issued by the manufacturer. Baby Ben, just like Big Ben, only smaller, carries the same positive guarantee.

There is a variety of other Westclox, all bearing the customary Westclox one year guarantee. Alarms, pocket watches and wall clocks . . . come with plain dials, others with luminous dials that tell time in the dark. The selection of any Westclox assures the utmost of real value for your money and lasting satisfaction.

Prices slightly higher in Canada

WESTERN CLOCK COMPANY, Ltd., Sales, Montreal, U.S.A.
Distributors: The Westclox Company, Inc., New York, N.Y.
Westclox Clock Co., Limited, London, England, U.S.A., Canada

Westclox

ALARMS - POCKET WATCHES - AUTO CLOCKS

[Big Ben has won a gold medal at the 1904 St. Louis Exposition. It is the only alarm clock in the world that has won a gold medal.]

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Nothing finer can be said—of coins, human beings, or alarm clocks—*they ring true.* Possessing accuracy, sincerity, faithfulness—those splendid human virtues we all admire—Westclox wake the world!

It's a real and constant inspiration to advertise the Westclox family—from Big Ben down to Tiny Tim and Pocket Ben who "ring true" without bells. We're particularly proud of the fact that we have served Westclox for thirteen years.

Williams & Cunnyingham

Whose business is the study and execution of good advertising

6 NORTH MICHIGAN AVENUE • CHICAGO

PHILADELPHIA

ROCKFORD

TORONTO





What's become of the old- time money that talked?

It's disguised these days as remittance checks . . . and it's delivered by the mailman.

YOU'LL find that the keen business man encloses return envelopes with the bills he renders, because he knows the money that talks today is the remittance check.

And you'll usually find that he selects Columbian U. S. E. White Wove Envelopes for the purpose. A job so important as money-carrying needs these envelopes because they seal easily and never open by accident, because their opacity keeps their contents secret.

You'll recognize Columbian White Wove Envelopes by the "USE" watermark. Available in every commercial and official size from 5 to 14, and Monarch; also 6¾ Outlook and 10 Outlook. Call your stationer or printer and ask for them. United States Envelope Co., world's largest manufacturers of envelopes, Springfield, Mass. With thirteen manufacturing divisions covering the country.



COLUMBIAN *White Wove* ENVELOPES

, 1930



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How to Create a Style Appeal for a Volume Product

It Is Easy to Get a Stylish Design—But the Catch Is in the Merchandising

By C. B. Larrabee

We believe that price is definitely a minor consideration in this movement (trading up). It is not a question of dollars and cents but of quality and standards in merchandising.—*Dry Goods Economist*.

DURING the last few years there has been a great development in "sisters-under-the-skin" merchandising which is based on the philosophy so well expressed by Kipling in his statement concerning the colonel's lady and her less socially successful contemporary, the O'Grady woman. So long as the immortal Judy aspires to the same qualities of style that the colonel's lady accepts as a matter of course, just so long does the manufacturer of low-priced, volume merchandise have an excellent opportunity to spread his market.

Of course, price is relative. A Ford is a "cheap" car and yet necessitates an investment of several hundred dollars. On the other hand, a 50-cent compact is a "cheap" compact because there are others selling for \$5 or more. By the same token a twenty-six-piece set of silverplate is low priced if it sells at \$16 because other sets of silverplate sell for nearly twice that sum, while sterling, of course, carries its price far above the \$16 mark. Yet the Ford and the cheap compact and the \$16

set of silverplate may all have the same inherent style as a Rolls Royce, a \$5 compact or a \$200 service of sterling silverware.

If they do possess that style it is obvious that when Mrs. O'Grady enters the market with her limited

purse and her canny, style-wise mind she will be prejudiced in favor of that merchandise which is within her range of price and yet carries the style of the merchandise. The Hon. Viola, wife of Colonel Ponsonby-Ponsonby, habitually purchases.

The discovery of the essential verity of this fact has meant increased profits to some manufacturers and heavy losses to others. The losers have almost invariably been those manufacturers who did not understand the essence of style and, therefore, were defeated before they began to fight; or those manufacturers who, although they understood style, were unable to merchandise it properly. The mere possession of style is not enough. It must be backed by merchandising.

The plan now being used by the International Silver Company in merchandising the new Paris pattern of William Rogers & Son Silverplate is of particular interest because it shows the complete technique of merchandising style for a



This Stand Not Only Displays the Product Ingeniously But Also Surrounds It with an Atmosphere of Style

volume line. As a matter of record it is well to point out that the reason for the Paris campaign was not necessarily one of trading-up, nevertheless it will serve as a model for those advertisers who are interested only in the trading-up process.

A word about William Rogers & Son Silverplate. It is one of the nationally advertised International Silver lines and for years has been backed by comparatively large appropriations. It is the lowest in price of the International advertised lines and as such is an admirable example of volume merchandise. In fact, only recently it has emphasized the economy appeal in advertising and there is no reason to believe that this appeal will not be emphasized again. The current campaign, however, subordinates economy to style.

The first step was to get a pattern which had authentic style. Since this is purely a matter for designers it is set down here only to mention it as the first step in the process.

Why "Paris" Was Chosen

The next step was to get a name. This was finally determined as "Paris." The reason is obvious. Paris hats, Paris gowns, Paris costume jewelry; the name is a hall-mark of style. A name, however, the company felt, was not enough. So the next step was to get Parisian sponsorship for the new pattern. This was obtained from Molyneux, the famous French couturier.

Thus the company had taken the essential steps that come before merchandising. It had created a pattern with authentic style; it had given it a name which suggested the style; it had obtained the sponsorship of a person whose word on style is accepted.

Now it was time to consider advertising, a comparatively easy problem, since the advertising's task was to emphasize the three steps already taken. Therefore, the Paris advertising is thoroughly modern in spirit and emphasizes Paris as a source of style and the sponsorship of an eminent French

style authority. Just a few words of the copy used in periodicals will give its flavor:

At your silver dealer's, ask to see it! Paris . . . the newest, loveliest of designs in silverplate!

Never before was there silver of such true elegance, such sophistication, at so low a price! Turn the exquisite spoon in your hand. Revel in its soft, glowing sheen. Note the perfect proportions. Feel its weight. Test its fine balance. Hold it close, hold it far away, to get both the craftsmanlike skill of its detail, and the sheer daring of its simplicity.

Note the emphasis on style with the undercurrent of price. It is often unwise to throw price entirely overboard.

The company will use five periodicals. The company also uses a special newspaper campaign. This consists of a series of four advertisements to be run in newspapers in fifty-one cities. The company plans to use special promotional effort on dealers to get them to tie up with this campaign by means of their own newspaper advertising and also through direct-mail effort.

In addition there is a radio campaign. This consists of four special broadcasts (the company is already using a regular radio campaign) using a network of thirty-one stations. The broadcasting will feature the beautiful design, the Molyneux sponsorship and the low price.

Now comes the merchandising, which is divided into certain definite and carefully planned steps:

1. *The Salesman's Advertising Portfolio*. This is a de luxe handbook, which cost more than \$50 per copy to produce. It is bound in a striking four-color, imitation leather cover with a rich satin backing. The paper is a special paper and the book is printed in three colors throughout. The contents tell about the Paris advertising campaign, show pictures of the line, reproduce typical advertising, and then describe the company's dealer helps.

It is in many ways a startlingly unusual book but the company planned it with every consideration of the effect which it would create. Its very costliness, which is at once



LISTEN IN!
WJZ and Associated
Stations every Friday
night 45 Eastern Stan-
dard Time.



BEAUTY begins at the foot! But why shouldn't a shoe that's good to the eye also be good to the foot? All the skill and experience of one of America's greatest shoe manufacturers answers that question with Natural Bridge Arch Shoes. Good to the pocket—look too! Style! Quality! Value! All sizes! All widths! Write for the name of your nearest dealer.

**NATURAL BRIDGE
SHOEMAKERS**

Lynchburg (Division of Craddock-Terry Company) Virginia



To look ahead is to step ahead!

THIS is no time to be afraid! The way to win is to dare to do!
"Faint heart ne'er won fair lady"! Nor built a great shoe business.

Take for example, the Craddock-Terry Company, one of the largest shoe manufacturers in the United States. Theirs was a general line business — successful, but they saw changing conditions — and changed their methods to meet the times!

From out of their line they took their Natural Bridge Arch Shoe — advertised it in national publications as well as "over the radio", and linked this publicity with a forceful and well-directed sales campaign.

The Natural Bridge Line, its quality, its style, and the way it is going, is the talk of the shoe world.

It has been our privilege to work with the Craddock-Terry Company in every phase of their campaign. May we show you how we secure results?

SAMUEL C. CROOT COMPANY, Inc.

Samuel C. Croot
Arthur R. Anderson

Advertising

Robert M. Ferns
Stanley Gibson

28 West 44th Street, New York City

apparent to any dealer who sees the book, will have the desirable effect on the dealer of making him see the Paris line as a style line. In illustrative and typographic conception the book is thoroughly modern. Even the copy is written with the idea of emphasizing the idea of modernism.

Being, as it is, the initial presentation of the plan to the dealers, this handbook-portfolio accomplishes an unusually effective job because of the impression it creates.

2. *Photograph Portfolio.* This contains actual photographs of the Paris line and is bound in pigskin. It is carried by the salesman in the same kit with his advertising portfolio.

3. *Sample Case.* This is also carried by the salesman along with his advertising and photograph portfolios. It includes eighteen typical Paris pieces, displayed against a background of white silk-plush. It has a pigskin cover.

4. *Price List.* The company has been careful to make the price list consonant in feeling with the other units in its merchandising campaign. This list is not mailed but is distributed personally by the salesmen.

5. *Mailings to Dealers.* There are five of these.

(a) A teaser mailing to dealers made direct from Paris. This is intended to arouse interest in the next piece.

(b) Portfolio broadside for dealers. This is a duplicate of the handbook-portfolio described under point 1, except that it is printed on cheaper paper, in two colors, and has not the unusual cover. It is mailed to a list of 15,000 dealers and jobbers.

(c) Special display stand. This is pictured with this article. The company endeavored to create a display stand which would show off the true beauty of the Paris pattern and at the same time surround it with the proper atmosphere of style. The stand, made of a special composition which has the appearance of wood, is simple in design. It has its simple lettering in blue and shows an individual spoon in a recess which is black.

It has been worked out to harmonize with the fixtures of the average jewelry store and thus to do away with many jewelers' objections to using manufacturers' display material. Five thousand are mailed to dealers in special mailing cartons.

(d) Sheaf of facsimile copies of telegrams received by the company from representative dealers in regard to the Paris pattern.

(e) Sales letter on merchandising the Paris pattern which will include samples of two mailing cards which dealers can send customers.

6. *Mailings by Dealers to Customers.*

(a) A teaser mailing direct from Paris. This consists of a letter signed by Elizabeth Dryden, the company's Paris correspondent. The text emphasizes the Molyneux sponsorship and carries a postscript giving the name of the dealer in the town in which the prospect lives. The mailing costs the dealer 5 cents per name and 100 names is the minimum. The dealer sends his list to the company which forwards it to Paris where the letters are printed and mailed under French postage. The 5 cents paid by the dealer covers only the cost of the French stamp, the company bearing the rest of the expense. The value of this idea is at once apparent. It gives the final touch of Parisian authenticity.

(b) Special post cards to be mailed by the dealers themselves. There are two of these, each featuring the pattern and talking about the Molyneux sponsorship. They are supplied at 1 cent each.

(c) Folders to be mailed by the dealers. There are two of these, given dealers free of charge. They can also be used for counter distribution. They illustrate both the flatware and the hollowware.

7. *Other Dealer Helps.*

(a) Three panel window display. The main panel is headed, "A Cable from Paris," shows a picture of a Paris salon and quotes Molyneux. The side panels show flatware and hollowware in the Paris pattern.

(b) Mats and electros for dealer use.

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There, in brief, is a description

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a race of giants

GO INTO the large cities of America and out of every ten thousand men select one. Have him high in intellectual power, in position, in influence — with an income commensurate with his ability. Try to find 100,000 such men and women. An impossible task — but FORUM has done it! FORUM, by its vital controversial contents, has sought out and grouped such giants of today, and thus formed a high-powered buying market.

Eighty-eight per cent of FORUM readers are over twenty-five years of age. They are outstandingly active in business, society and finance . . . at the height of buying power and buying desire . . . excellent prospects for the quality merchandise advertised in FORUM pages.

FORUM

Edited by Henry Goddard Leach, 441 Lexington Ave., New York City

Chicago Department Store Build

because they know Who Reads t



Chicago Elevated Ad
509 S. Franklin S ♦♦♦♦

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Store Build Doors to the Elevated

Reads the Elevated Car Cards and Posters

Carson Pirie Scott & Company, The Davis Company, Hartman Furniture Company, Mandel Brothers, and Marshall Field & Company, realizing the power of Elevated car-to-store patron delivery, have built *direct entrances* from the platforms to the stores.

And so—big retail business moves closer to the Elevated because every day, over a million working-shopping people are carried to the stores by the Rapid Transit trains of the Chicago Elevated.

They know—the working-shopping millions delivered to their doors, read the Elevated car cards and posters.



ed Advertising Co.
s ♦ ♦ ♦ ♦ Chicago, Ill.

MEMBERS 100,000 GROUP OF AMERICAN CITIES

FIRST In the U. S.

IN CITIES UP TO 150,000
IN
ADVERTISING IN 1929!

Baltimore Sun	33,206,410
Detroit News	32,942,522
Kansas City Times-Star	32,279,363
New York Times	32,162,870
Chicago Tribune	31,907,874
San Diego Union-Tribune	27,359,903
Louisville Courier-Journal	27,044,003
Washington Star	26,700,423
Providence Journal-Bulletin	26,516,999
Birmingham News & Age Herald	26,167,160
Philadelphia Public Ledger	26,005,175
Pittsburgh Press	25,275,703
Baltimore Sun	24,918,544
New York World	23,873,005
St. Louis Post-Dispatch	23,760,760
Memphis Commercial Appeal	22,782,856
Los Angeles Times	22,598,556
St. Paul Pioneer Press-Dispatch	22,265,806
Worcester Telegram-Gazette	21,703,917
Chicago Daily News	21,158,274
Newark News	21,096,351
Oklahoman & Times	20,995,977
Philadelphia Bulletin	20,976,624
New York Herald-Tribune	20,909,745
Los Angeles Examiner	20,715,897
Columbus Dispatch	20,625,439
Des Moines Register Tribune	20,523,793
PEORIA JOURNAL-TRANSCRIPT	20,448,250

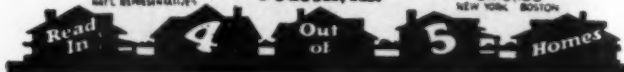
« Data from "Editor and Publisher" and publications direct »

PEORIA JOURNAL-TRANSCRIPT

CHAS. H. EDDY & CO.
NAT'L REPRESENTATIVES

Peoria, Ill.

CHICAGO
NEW YORK BOSTON



RIGHT NOW employment is above normal in PEORIA . . .
World's largest tractor plant and other factories expanding
. Deep Waterway Terminal and two bridges under construction BUSINESS GOOD!

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of a campaign which will take care of the considerations brought up in the early paragraphs of this article. Certain features deserve emphasis.

First is the careful thought given to the necessity of throwing an atmosphere of luxury and style around the Paris pattern although, as silverplate goes, it is a low-priced line. The costly portfolio, the unusual display stand, the modern spirit of the advertising; all these do their part in creating the correct impression.

Second is the emphasis on the Parisian sponsorship, carried even to the extent of mailings from Paris. Such mailings are more costly, to be sure, than those done from this country, but for a style product they create a striking impression which can be gained in no other way.

Third of course is the careful co-ordination of all the units in the campaign.

So long as price has nothing to do with style, so long as a nickel necklace on the counter of a Woolworth store can have the same inherent style as a gown by Louise-Boulangier, the manufacturer of the low-priced line can gain extra profits by trading up. His competitors, making higher-priced merchandise are trying to capture his prospects by that other process of trading up; that is, getting the consumer who is spending a little to spend a little more. To meet this competition the best answer usually is to show that the low-priced line offers all the style that can be had in something for which the consumer pays more.

This cannot be done successfully, however, by the mere creation of style for the line. The most important factor is, and will be for some time, the factor of merchandising the style to the dealer and the consumer.

J. X. Netter with Wald Agency

Joseph X. Netter, formerly vice-president of the Irwin Jordan Rose Company, Inc., New York advertising agency, has joined the S. Wald Advertising Agency, also of that city, as an account executive.

Woolworth Reports on a Wage Check-up

F. W. WOOLWORTH CO.
NEW YORK, APR. 3, 1930.

Editor of PRINTERS' INK:

Mr. Fly's article [in the Apr. 3 issue] on "Where Do the Chain Stores Go From Here?" has been read with a great deal of interest, but it seems to apply mostly to the grocery chains, and naturally it would, as Mr. Fly's experience was in the grocery business.

In one section of his article he refers to recent attacks on the wages paid by Woolworth having received considerable publicity, none of it of any value to the chains as a group. In reply to that, I have not seen any published criticism of the wages paid by the F. W. Woolworth Co. There was a report sent out by the Labor Bureau at Washington, filed for 1925 and just released, criticizing some of the wages paid by "chain stores," but it did not mention any particular chain.

The fact of the matter is that the Woolworth organization was specially noted in the industrial report of the State of New York, and also Illinois, as paying higher than the average wage for similar help in department stores. A recent check-up through our field men shows that our wages are equal or higher at the present time than the wages paid for similar help in department stores. We try at all times to pay a compensating wage to all employees for services rendered.

H. T. PARSON,
President.

New Accounts for Nelson Chesman Agency

The St. Louis Technical Institute, St. Louis, has appointed Nelson Chesman & Company, St. Louis advertising agency, to direct its advertising account. Business papers and magazines will be used.

The Gruender Crusher & Pulverizer Company, maker of machines for crushing agricultural limestone, and the J. W. Alexander Company, manufacturer of model aircraft, both of St. Louis, have also placed their accounts with the Chesman agency.

Death of R. W. Warren

Robert W. Warren, treasurer and secretary of the Providence Journal Company, Providence, R. I., publisher of the *Journal* and the *Bulletin*, died recently at that city. He was sixty years of age.

He had joined the company in 1902 and ten years later became assistant treasurer. In 1920 he was made secretary and, in addition, became treasurer the following year.

I. A. Hirschmann, Publisher, "Charm"

I. A. Hirschmann, director of publicity and sales of L. Bamberger & Company, Newark, N. J., has been made, in addition, publisher of *Charm*, published by the L. Bamberger & Company Publishing Company.

Can the European Philosophy of Consumption Be Changed?

Why Europe and the United States Are So Different from an Industrial Point of View

By Paul M. Mazur

[EDITORIAL NOTE: The following extracts are reprinted, by permission, from "America Looks Abroad," by Paul M. Mazur, published by The Viking Press. Mr. Mazur is a partner in the banking firm of Lehman Brothers.]

THE failure of Europe to create an industrial machine that can match America's is not the result of a lack of engineering ability, nor is there really anything especially inhibitory in the characteristics of her people. Europeans who enter this country show no great difficulty of adaptation to mass production, so far as is known—at least no more so than Americans—although everywhere there undoubtedly exist persons who were made for other things. And Europe gives too many evidences of brilliant scientific and engineering ability to warrant the belief that she is wanting in the capacity for industrial management.

* * *

One can see already at work in Europe assembly lines that move at the stroke of a clapper upon a bell, and rows of typical European men and women whose task is limited to boring holes or turning screws. An astounding example is one shoe factory in Czechoslovakia today that matches or exceeds in process and output the most intensive development of mass production methods in the United States.

The fundamental reason for Europe's present inability to make a more thoroughgoing application of mass production methods (or "rationalization," as it is frequently called in Europe) lies in the presence of only lean and limited consumer markets from which to draw the necessary sustenance. Foreign markets, even if intensively and successfully developed, will offer the required demand only

in a few rare cases, and mass production in Europe, as in the United States, must be built upon sales possibilities at home.

* * *

The fundamental difference between Europe and the United States, from an industrial point of view, is just this inequality in the domestic sales market. It is due in part to the difference in the national resources of the two continents, in part to the present financial situation, in part also to the compartmentalization of a continent of three hundred millions of people into almost thirty sovereign, tariff-divided units. But even when a liberal and reasonable allowance has been made for these impediments, the major portion of the difference in the two markets results from a fundamental distinction in the consuming philosophies of the peoples of the Old World and of the United States.

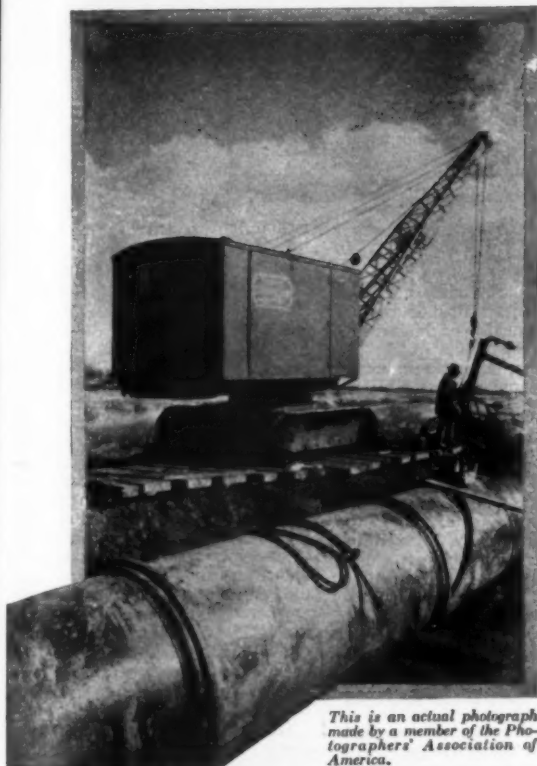
Tradition in Europe is a force to reckon with. America's three centuries of history, a large part of which is of a republican character, has been too short a period for tradition to harden into an effective economic factor. Through six times as many centuries of political and social development under feudal and monarchical forms of government, class distinctions have become crystallized in the European habits of living and thinking.

* * *

Here and there political upheavals have broken down the barriers between classes, and the newly created democracies of the War and post-War periods are likely to culminate in even greater democratization. But though political systems can be changed over night by a *coup d'état*, the social habits of a people, created through the generations and sanctified by associations, memories, and education,

PHO





This is an actual photograph made by a member of the Photographers' Association of America.

PHOTOGRAPHS *create* CONFIDENCE

CLINCH sales with the camera . . . by showing prospects definite evidence of successful installations of your product. Photographs eliminate doubt and dispute. Let these silent salesmen help your salesmen; add sincerity to your advertising and believability to your broadsides. Photographs always create confidence . . . and confidence creates customers. *Use photographs to tell your story!*



INTERNATIONAL

PHOTOGRAPHS

TELL THE TRUTH

react slowly to new stimuli. Europe, to a large degree, is still characterized by distinct social stratification.

* * *

The class prerogatives of European society are not limited to titles and social privileges. Caste distinction may even be swept away officially, yet its seeds are implanted in individuals' habits, and they in turn determine the standards of consumption. Upper classes view with disfavor the expenditure of funds by the middle and lower classes for objects that do not accord conventionally or historically with the buying habits of the latter. Consumption is an index of social status, and the upper classes find no relish in any process that eliminates distinctions in possessions. Little wonder then that the standardization which the European discovers in America is not accepted as something greatly worthy of emulation. Aside from the threat to individuality, standardization smacks too much of equalitarianism. Is there not something unseemly in an extravagance so widespread that, in a nation of less than 5,000,000 income-tax payers, there are more than 20,000,000 automobile owners? And is there not besides, danger to a proper sense of values and to stability of character in a system of consumer financing that encourages the creation of standards of consumption not only beyond class but even beyond income and wealth? Many European leaders look with much misgiving at American habits and devices which are to them redolent of Roman decadence.

Nor are the upper classes alone in their antipathy to mass extravagance. Thrift is a well developed and sanctified habit of the bourgeoisie and lower classes of Europe. The stocking bank of France that proved its resources so dramatically after the Franco-Prussian War of 1870 probably still retains its secret vitality. The universal custom of a dot for the marriageable daughter is an evidence, as well as a consequence, of the prevalence of the habit of frugality. The simplicity of the habits and wants of the European

peasant and bourgeois has remained unchanged only because the promptings of desire have been limited by the canons of thrift and tradition.

* * *

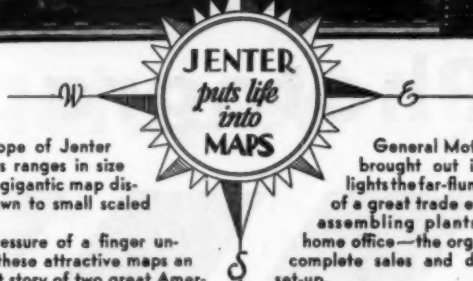
There are factors other than the fallacious fear of standardization that are adverse to the creation of a new consumer philosophy in Europe. In European industry, custom has created very long working hours. The actual time of labor and the intensity of work probably are no greater than those endured by the American workman, but the leisure time made available is undoubtedly of shorter duration. European schedules of hours start earlier and end later than those of the American shop and factory. The short lunch hour of the United States is in contrast to a meal-time at least twice as long in Europe. This may allow time for the consumption of substantial quantities of food and for the siesta which the impressive size of the meal frequently makes imperative. But the European schedule of hours precludes, for the most part, the exercise of consuming habits with regard to products other than food, and the long evening and week-end of leisure that is so conducive to increased demand.

It must be recognized, however, that even if the European schedule of hours were so changed, as to create more idle or leisure time, there would still be no assurance of stimulated demand, sales, and production. In America, leisure time does not mean idle time; her people require all kinds of appurtenances with which to keep themselves busy in the hours of supposed idleness. Cars, radios, gramophones, moving pictures, card parties, dances are necessary requirements of evenings and week-ends. It may be said, of course, that it is only an extremely high-strung nation that would make use of such stimulants and sedatives. But while this opinion is a matter for discussion, there can be no two views as to the importance of the American's leisure-time activities in keeping the machines and hands of American

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THE scope of Jenter Exhibits ranges in size from the gigantic map displays shown to small scaled models.

The pressure of a finger unfolds on these attractive maps an important story of two great American organizations. On the Pan-American Airways System map is revealed, in colored lights, air trails as established by Colonel Lindbergh through Central and South America. On the

General Motors map is brought out in flashing lights the far-flung outposts of a great trade empire, the assembling plants and the home office—the organization's complete sales and distribution set-up.

A file folder telling more about Jenter Exhibits and some they have served will be sent, if you are using fine displays and graphic interpretations of your product.

Work placed by or through an agency, handled on the regular agency commission basis, without extra cost to the advertiser.



JENTER EXHIBITS

Visit our Showroom and offices at 121 East 41st St. New York City. Telephone: Ashland 1166.



COLO

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 unusual growth.

roduction is directed personally by art directors, and
 combines the technical photographic knowledge of
 art operators with artistic and merchandising sense
 which is so essential in producing advertising
 strations.

The service operated by Color Photography, Inc., is
 unique, in that it utilizes the experience of a number
 of individuals, all recognized as leaders in their special

COLOR PHOTOGRAPHY, INC.

A NEW NAME FOR A PROVEN SERVICE

East Forty-seventh Street,
 NEW YORK CITY
 Telephone Wickersham 2836

154 East Erie Street,
 CHICAGO, ILL.
 Telephone Whitehall 7696

There is a **"Millionaire Market"**

*A circulation for which
there is no substitute*

If your logical market is to be found among people of more than ordinary means—if you sell the rich man's playthings or necessities—you can be sure your advertising message will be seen and read by the greatest number of such people if it appears in **THE BARRON GROUP**—*The Wall Street Journal*; *Boston News Bureau*; and *Barron's, The National Financial Weekly*.

Here is a circulation for which there is no substitute—a circulation of national scope which exists solely because of the vital importance of the daily news and trends in Wall Street to its readers. Advertising placed here reaches the greatest number of people of more than ordinary means when they are reading for dollars and cents reasons. These are the people who have the most to spend as individuals on luxuries and necessities.

There is a "millionaire market"—and here it is!

*A special rebate covering all three papers of
THE BARRON GROUP*

*This special rebate will be quoted to advertisers or
advertising agencies upon application.*

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industry steadily employed. Leisure time among the working class and bourgeoisie of Europe partakes much more truly of the character of idleness. A pipe in the cool of the evening, some pottering in a small garden, a walk through the streets or fields, a visit to an inn, café, or beer garden are pleasures of frugality.

* * *

Thrift undoubtedly conserves the capital and wealth of a nation, but thrift does not build industry, and it is almost axiomatic that a nation whose population does not consume in leisure time must have less to produce in its hours of labor.

* * *

And yet, even if the whole philosophy of consumption were to undergo an over-night change and the European masses became suddenly possessed of a desire for profligate spending, there would still be no assurance of a domestic market in Europe such as would make her industries hum with activity. To create a desire for purchases is to have crossed the sea halfway over; the rest of the voyage is ensured only if the consumer has adequate purchasing power—and here, too, Europe sails against the wind.

* * *

Nevertheless, there is definite evidence of the existence of factors which not only favor but strongly suggest the beginnings of a new European philosophy of consumption. There are in many localities and in many industries signs of the crumbling of traditionalism. Perhaps crumbling is too strong a term with which to describe the evolutionary processes at work, but at any rate, in spite of frequent protests and occasional set-backs, there is well under way in the Old World a substantial modernization of method and point of view.

* * *

It will be interesting, also, to observe the effect of the newly established American plants in Europe. It is practically certain that the expatriated institutions will apply to their European enterprises the principles and methods

they found to be successful at home. These may undergo considerable modification to meet local requirements, but in essentials they will constitute foci of American industrial and distribution methods within Europe's borders. It is inconceivable that European industries will not be infected with the American virus either through the force of a novel example and friendly contact with the Yankee manager or as a result of competition.

In distribution, it is not difficult to foresee the increased use of advertising and incisive selling methods; in production, intensification of methods as fast as sales results make it feasible; and finally the adoption of at least part of the American program of higher wages. Competition for labor may also help to enjoin upon European business leaders the example set by the American expatriates. (This indeed is an additional reason for sentiment against American plants in Europe.) Nor is it at all unlikely that in the effort to sell cars and music boxes in Europe, the American system of consumer financing will be transplanted; and once this happens, European business may be compelled willy-nilly to adopt the same device, at least in the sale of competitive articles.

* * *

Only when Europe has established at least the foundation of a new philosophy of consumption will the principle of high wages make a valid and effective appeal for acceptance; and only when Europe has been taught to consume will mass production be able to display its proper alchemy in lowering manufacturing costs. Until then, there is likely to be no intensification of industrial methods and no amplification of sales opportunities such as would provide the ideal triangle of economic development—high wages, low costs, and huge sales volume.

D. M. Stoneglass with Dillard Jacobs Agency

Don M. Stoneglass, at one time with the Thompson-Koch Company, Cincinnati advertising agency, has joined the Dillard Jacobs Agency, Inc., Atlanta, as copy chief.

"Co-operative Department"—a New Name for "Industrial Relations"

The New Term Carries No Implication of Paternalism

By James H. Greene

Manager, Co-operative Department, The Studebaker Corporation

EVER since the advent in industry of the terms "personnel" and "industrial relations" there has been, and properly so, some dissatisfaction with their use. To those in the profession their meaning is perfectly clear, but to the men in the shop they are confusing and, in many cases, give rise to wrong impressions. Many men who have been in service are inclined to regard the term "personnel" with anything but approbation. The term "industrial relations" with its history of pre and post-war welfare work had an unfortunate heritage. In the interest of standardization and simplification, it was generally felt, however, that this would be lived down.

Ten years ago, when A. R. Erskine, president of the Studebaker Corporation, and H. S. Vance, vice-president, in common with other industrial executives, felt the need for a liaison unit in their organization which would bring men and management closer together, they and Dr. C. A. Lippincott, first manager of the new department, hit upon the happy idea of calling this unit the Co-operative Department. This term has found a real place in the vocabularies of both management and employees, for it carries with it no implication of industrial paternalism.

"Working men want their relations with their employers to be business-like," said Mr. Vance in commenting on the fundamental philosophy which characterized the Co-operative Department from its beginning. "The old welfare systems smacked of paternalism. Self-respecting workers properly resent any tendency to make them feel that their right to good working

conditions is a favor granted by management, for which they should be humbly grateful. The average worker has received many hard knocks and in many cases has developed what we call an inferiority complex. He is sensitive and suspicious. He penetrates readily the patronizing attitude no matter how heavily it is sugar-coated. When we inaugurated our system of anniversary checks to workers, we put it up to the men that the anniversary check was a dividend on time invested. Stockholders invest their money; workmen invest their time. Both are entitled to dividends."

While the scope of the activities of the Co-operative Department is identical with that of industrial relations and personnel departments in industry, it is felt that its distinctive name has been no small factor in successfully carrying out its work.

It is the consensus of opinion that the important problem a department like this faces is to keep away from any semblance of attempting to supervise operating activities but to help the supervisory forces to help themselves. To this one problem may be added three others, namely, (1) to see that workers have proper working conditions; (2) to help them promote such social activities as they desire, and (3) to make it possible for workers to enjoy facilities which will help them secure some degree of economic security. In meeting these problems, industrial relations and personnel departments have run the entire gamut—from an out and out policy of paternalism to an indefinite one of *laissezfaire*.

It is not my intention to convey the impression that The Stude-

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TO GIVE THE PEOPLE THE MODERN, CONVENIENT TELEPHONE SERVICE THAT THEY NEED

The Bell Telephone Company ...of your town

An Advertisement of the American Telephone and Telegraph Company

IT HAS its home in your town. Its operators are the daughters of your neighbors. Its various departments are in the hands of your own citizens, with years of training in telephone engineering and management. Who owns the Bell System? 450,000 people scattered over the United States own the stock of the American Telephone and Telegraph Company and 250,000 own other securities of the Bell System.

No matter how small the part of the Bell System that serves you, it has behind it research, engineering and manufacture on a national scale. The Bell System operates through 24 companies, each designed to fit the particular area it serves—to furnish the highest standard of service in a manner personal to the needs of every user. Serving each of these 24 operating companies is the staff of the American Telephone and Telegraph Company, which

is constantly developing better methods of telephone communication.

Each draws on the findings of the Bell Laboratories, one of the greatest institutions of its kind in the world, for the continual scientific improvement of telephone service. Each has the benefit of the buying power and specialized manufacturing processes of the Western Electric Company, which supplies telephone apparatus of the highest quality and precision for the entire Bell System. Each takes advantage of every improvement in practice, equipment and economy.

The Bell System's ideal is to give all of the people of this nation the kind of modern, convenient telephone service that they want, over its wires to connect them one with another and with the telephones of the rest of the world. It is your telephone company, at your service with every resource that it commands.



baker Corporation believes that its success in meeting these problems has been outstanding, or that the distinctive name of the unit is the sole cause for whatever success it has attained. I do believe, however, that under the intelligent administration of my late predecessor, the co-operation of an intelligent management and a loyal working force has been attained.

In furthering the philosophy of working relations implied in the word "co-operative," the activities of the department are set forth annually in a set of Co-operative Plans which are approved by the management and board of directors. These are published in a booklet, distributed to the men, and become the working program of the Co-operative Department. They include such conventional items as a Suggestion Plan, Anniversary Check Plan, Stock Purchase Plan, Service Medals, Pension Plan, Group Insurance Plan and statements as to the general policies and rules which obtain in the organization.

In the furtherance of these plans, the department is organized on conventional lines into such divisions as employment, safety, plant protection, hospital and employees' activities, which includes insurance and compensation; also foreman, shop and apprentice training. Co-operation between the corporation and the various civic and other organizations in the community is likewise necessary and so the Co-operative Department is charged with the responsibility for the maintenance of such relations as well.

There are a number of employee organizations which are utilized in furthering employee activities. Among these are the Studebaker Athletic Association, which in addition to promoting athletic activities likewise is responsible for a conservative social program, and the Honorable Old Guard of Studebaker, a veterans' association composed of men with service records of twenty years or more. The Mary-Ann Club, an organization of women employees, conducts social and educational activities.

There are several spontaneously organized divisional employees' and executives' clubs. These organizations, together with the foremen and their assistants, work out the solution of the problem of morale with the Co-operative Department acting as a catalytic agency.

As this article is being written, a new type of foreman training is being inaugurated. The four factory representatives of the Co-operative Department, each responsible for a division of the plant, have interviewed each of the foremen and assistant foremen, using a standardized interview outline calculated to get the foreman to talk about his problems, and some 500 problems commonly encountered by the foremen have been collected. The solutions to these problems are being sought within the organization and recorded. This material will be made the basis of a series of discussion conferences on company time and on a purely voluntary basis. While no meetings have yet been held, the thought-provoking process which has been started has already made itself felt in the organization.

Personal Adjustments

But the real joy of working in the Co-operative Department does not lie in these more or less charted lanes. It is in the constant procession of wholly dissimilar and unexpected problems which each working day brings forth. They are problems, in the last analysis, of personal adjustment—to family, economic conditions, fellow-workers and superiors. What an opportunity to help if only in a small way! What confidence there seems to be in some cases that the Co-operative Department can help one to get over some hard place!

Material help is seldom needed. As all recognized social agencies have demonstrated, helping people to help themselves is the great need. Getting John away from the gang and back to work is perhaps all that the little family needs to be able to realize happiness.

No activity of the department

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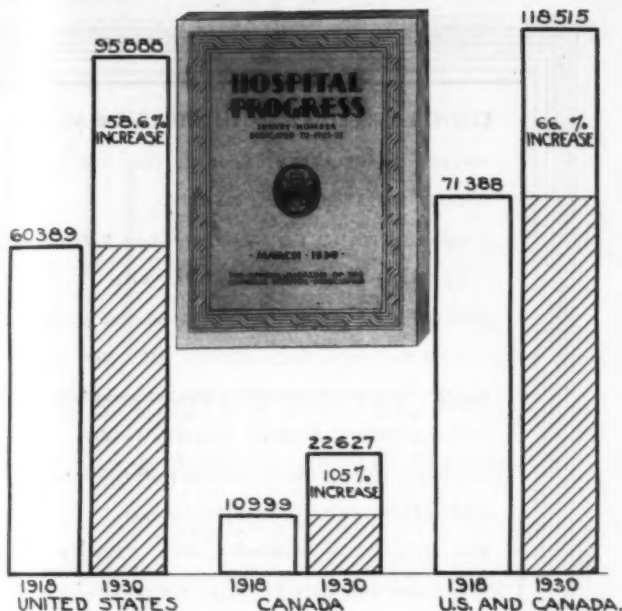
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INCREASE IN NUMBER OF BEDS AND BASSINETTS IN CATHOLIC HOSPITALS DURING LAST TWELVE YEARS

CATHOLIC HOSPITAL INCREASE means attractive market increase and importance: significant of the interesting chart reproduced here. And in the Catholic hospital field, HOSPITAL PROGRESS, the Official Magazine of the Catholic Hospital Association, gives coverage plus sales-influencing publication-prestige. Consider this greatly increased Catholic hospital market as a distinctly separate unit: with the special value and advantages of advertising in HOSPITAL PROGRESS. Additional details of interest furnished on request.



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CHICAGO: 66 East South Water St.

NEW YORK: 342 Madison Avenue

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THE OFFICIAL MAGAZINE OF THE
CATHOLIC HOSPITAL ASSOCIATION

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BOTANY WORSTED MILLS, *Textiles*

BRAMBACH PIANO COMPANY, *Brambach Baby Grand Piano*

L. C. CHASE COMPANY, *Automobile Robes*

ENDICOTT-JOHNSON CORPORATION, *Tanners of Leather and Makers of Shoes*

FATHER AND SON SHOE STORES, INC., *Men's and Boys' Shoes*

GERMAN TOURIST INFORMATION BUREAU, *Associated Railways of Germany*

GOLO SLIPPER COMPANY, *Deauville Sandals*

RONALD GROSE, INC., *Upholstery and Decorative Fabrics*

HARTMANN TRUNK COMPANY, *Luggage*

WM. HOLLINS & COMPANY, INC., *"Viyella" Flannel*

HOME MAKING CENTER, N. Y. Federation of Women's Clubs

JOHNSTON & MURPHY, *Shoes for Men*

LAMPORT & HOLT, LTD., *Steamship Line to East Coast of S. A.*

J. B. LIPPINCOTT COMPANY, *Book Publishers*

NIPPON YUSEN KAISHA, *Trans-Pacific Steamship Line*

NORTH GERMAN LLOYD, *Trans-Atlantic Steamship Line*

PACIFIC STEAM NAVIGATION CO., *Steamship Line to West Coast of S. A.*

THE PARACORD COMPANY, *Paracord Golf Balls*

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PINEHURST, INC., *Winter Resort and Hotels in Pinehurst, N. C.*

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THE TUPMAN THURLOW COMPANY, INC., *Anglo Corned Beef*

WHITEHOUSE & HARDY, INC., *Shoes for Men, at retail*

A. R. WOMRATH, INC., *Womrath's Libraries and Bookshops*

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SMITH, STURGIS & MOORE, INC.

■ ANNOUNCE THEIR
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GENERAL ADVERTISING AGENTS

WOT HO!



PROGRESS!

Famous Fridays

Good Friday
Black Friday
Man Friday
Friday-Faced*
Friday, March 28th**

*Not us!

**Chicago Newspapers.	Total No. of Pages March 28th	Percentage of Display Advertising to Total Pages
Post	20	26.0
Herex	30	32.6
Tribune	42	51.8
American	52	60.6
News	56	62.4
Times	64	62.6

DAILY ILLUSTRATED TIMES
CHICAGO'S PICTURE NEWSPAPER

Average Circulation for February ~~156,318~~
March 166,147

And another thing! On the following Friday, April 4, we had a 64 page paper, and because of mechanical limitations, had to omit 18½ columns of advertising that day!

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brings to light more successfully the talent latent in every large organization than the Suggestion System. One member of the staff devotes a large part of his time promoting, investigating and acknowledging suggestions. Human nature is shown in all of its variegated colors. This worker wants to help, but his efforts are of little value. Here is a man, however, who looks deeply into things and refuses to take methods for granted. He will merit follow-up

and a place on the eligibility list.

In summarizing the work of the Co-operative Department, the situation may be likened to that of a city with a city manager. It is the purpose of the Co-operative Department to provide a leadership for the Studebaker industrial city which will enable its inhabitants to enjoy happy, stimulating working conditions which in turn will produce intelligent citizens, efficient workers and a superior product.

What Groucho Says

In Defense of the Belly-acher

THE only thing I have against an optimist is his conviction that he is selected by an All-Wise Providence to cure all pessimists. He can't let us wallow in our happy misery.

How in heck does an "everything's-gonna-be-all-right" feller ever get anything off his chest?

We reasonable pessimists ought not to be cured. We're needed, like vitamins, to make a healthy business body. But obviously I'm all wet. I'm told so by a Robert Douglas and I admit it. Douglas beseeches me not to cry.*

You always knew my disposition would get me in trouble? Tain't my disposition, old top, it's my "belly-ache." Douglas says so and he's a client. Wonder if he's one of my client's disguised. Anyhow, he forces me into eloquence beyond my wont, about the glories of the Belly-ache Expressed. The Belly-ache Suppressed is inefficient.

Here's to the grand old belly-ache, the agency life-saver. Copy man's breath of life. Account man's relief from the smile that hurts. Art director's only hope to show how great he is. Sixty per cent of Boss's salary value. Gent. Treas.'s only weapon of warfare. Client's sure-fire, and inexpensive insurance policy. Often publisher's only justification for the sale of his space. And, to cap the climax, the best opportunity an optimist has to prove he's an optimist, as

per the Douglas belly-ache in regard to your humble servant's belly-ache.

Belly-aches are expressions of salary hopes, ingrowing house jealousies coming into the open, invitations to use a brain if you've got one, demands for appreciation which reach the other fellow's ear, the retailer's only hope of splitting even, the traditional weapon of the public, the detestation of the autocrat, the consumer's only chance for an even break.

How does Douglas get that way? He tells you. An account executive once, who is now a client. Nuff sed! He was once a "grumbling account executive" in the happy old days. Probably didn't belly-ache enough to be happy about it; rather suggests he bottled his own griefs, and now "yearns for those happy days," of belly-aching.

Would I like him for a client? Dunno. Rather think he *might* turn down a real big idea with a cheery smile and say, "Cheer up, Groucho, for every rejected plan, there's another which goes through complete amid the loud cheers of a satisfied client." Me? I wouldn't know how to act amid a client's loud cheers.

You know there are belly-aches and belly-aches. Not at all sure that Douglas discriminates. He says he doesn't like 'em, then proves that he does, which is the lovely, subtle, delight of belly-aches expressed.

GROUCHO.

*"There, There, Groucho! Don't Cry," PRINTERS' INK, March 20, page 41.

Eleven Ways to Get Out of the Price Rut

(Continued from page 8)

In any talk about taking a product out of a price class, there is always some one who will point out that the man who can reduce prices through knowing his own cost and cutting his overhead, is to be congratulated rather than scorned. And such a critic is correct.

It gets back to the question of studying costs more closely, watching overhead and searching out to see whether a new machine or the cutting out of some waste cannot enable the manufacturer to cut costs. He can weave more distinctiveness and character into his fabrics if he can cut waste at some other spot. The Westinghouse company is one of many which are now conducting waste elimination campaigns in the plant, giving incentives to workmen who figure out ways to cut waste.

6. Look at the selling helps.

The modern, alert and progressive jobber or retailer is far more interested in the sales activity of a line than its price. He knows that his money is made by rapid sales. When the General Electric Company gave the jobber a real sales promotion plan of his own, it helped take the product out of the price class. Retailers and jobbers are looking for profits as well as the manufacturer, and new ideas properly presented to them keep many a manufacturer from having to juggle his prices to beat competition.

Point No. 7 is as fundamental as any of them and has helped save a debased industry many a time. It is the good old rule,

7. Keep close to consumers.

We are living in a changing world. A policy that takes its cue from "it has always been done this way and we must continue to do it in this manner" has made many a manufacturer battle on price when he could have been doing something far more interesting and profitable. A close investigation among consumers which indi-

cated that they liked a certain type of awning cloth enabled one manufacturer to add a contrasting tone, instead of the usual white between the stripes. He advertised that hotels could get distinction by using them and that they gave added tone to the home. It took his product right out of the price class.

The recent restoration of tub silk from a debased level where it was marketed on price alone, dated from the time the industry made a consumer investigation. Manufacturers had failed to keep step with changing consumer wants and had ignored the element of styling. Investigators reported that the women found patterns dull and uninteresting. Children's wash dresses were being totally neglected. This investigation led to a new basic name and trading up the product. Many an industry may think itself dying and on its last legs, whereas it is only asleep. Keeping close to the consumer is one of the fundamental rules when the product is to be kept out of a price war. The next rule follows very closely. It is:

8. Investigate new outlets and markets.

This follows naturally after suggesting keeping close to consumers, and a score of products from underwear to beeswax have traced their climb out of the price rut to a more careful consideration of new sales outlets and new markets.

Another policy which has often served to keep the manufacturer out of a price war with some aggressive competitor who doesn't know his cost is,

9. Investigate profit per customer.

The manufacturer may discover that he is spending too much on selling and servicing some customers, not enough on others. It may be far better to drop some of the unprofitable retailers who buy on price alone. The Coca-Cola Company is in the process of grading its retailers. Many another company has done or is doing the same thing. How much money can a manufacturer afford to spend helping Jim Peterson in a little town in Minnesota? Would it be better not to call on him at all?

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Mail this coupon for full details.

Hartford Fire Insurance Co. Dept. P.I.W-4-10 Hartford, Conn.

Tell us more about your method of saving time and money on
mats, plates, art work, etc., mailed to clients and publications.

Signed _____

Address _____



HARTFORD FIRE INSURANCE CO.
HARTFORD • CONNECTICUT

Would it be more profitable business to give added service and re-sale ideas to more profitable customers who are more closely tied up to the organization?

When retailers are graded carefully and the cost of selling each one is known, the possibility of giving the sales force an incentive for profitable business is increased, and by the elimination of unprofitable customers the price rut may be overcome. Such a survey, considering the profits or lack of them in selling certain retailers, is almost as important in the present situation as knowing accurately the cost of production.

A somewhat similar policy is,

10. *Balance sales against production.*

This policy is especially applicable to large companies with a great number of retail dealers, such as General Motors which has just liberalized its dealer policy. Donaldson Brown, chairman of the General Motors Finance Committee, announced recently: "We now receive reports every ten days from approximately 20,000 General Motor dealers, showing cars on hand, retail deliveries and unfilled orders. General Motors production schedules and material commitments are based on the trend of retail sales as disclosed by these reports. Other manufacturers have developed similar systems of control and the constructive benefits of the practice have been amply proven." And then he said: "With sufficient pressure it is possible, generally speaking, to force retail sales beyond the point that serves the best economic interest of both the manufacturer and the dealer, and from this standpoint the control of production on the basis of retail sales is an inadequate procedure."

He then went on in his statement to show that General Motors, in addition to measuring the retail flow of cars, believes it necessary also to measure the effect of this movement on the financial position of the dealer. This involved the organization of a new subsidiary—the Motor Accounting Company—which has taken on the tremendous task of installing uniform

accounting practices throughout the dealer organization. Every General Motors dealer will eventually be able to budget his various departments and control his business along the same scientific lines that the company has employed. This policy is merely another way of saying that many a big company is attempting to lift itself out of the price rut by making smaller volume more profitable.

Placed way down here on the list because it touches many of the other policies, and yet of as great importance as any of them, we list:

11. *A new advertising talking point.*

This policy may mean a change in the product, an added feature, a novel attribute, a new container, a course of instruction for consumers, or any one of a number of items. It makes no difference where the talking point comes from as long as it is a logical one, emphasizing use and satisfaction to the consumer and is adequately advertised. The files of **PRINTERS' INK** are replete with incidents where national advertising has helped salesmen out of the rut of haggling over price. New advertising talking points which have come from a closer study of the product itself, or from consumer buying habits can be found in the pages of every publication. Many an artist or advertising agent called in to suggest a new advertising talking point has helped the production department change the design of the product entirely. The whole advent of art into American business during the last few years has been a brilliant example of this trend.

I open a publication at my desk and see Lux with a new talking point suggested by Elinor Glynn, no less. Elinor suggests that if wives are to hold their husbands' love and keep romance in marriage they must retain their lovely femininity and one way to do that is to continue wearing charming negligees. Elinor's argument leads nicely into the fact that frequent washings sometimes takes the lovely color and charm out of the fascinating garments which ladies must

88 Leading publications had average loss in lineage first three months 1930 of 4%

PHOTOPLAY *Gained 8%*

88 Leading publications had average gain in revenue first three months 1930 of 7%

PHOTOPLAY *Gained 18%*

THESE figures obtained by making comparison with the figures of 88 leading magazines as compiled by Advertising & Selling.

And Circulation Goes Rapidly Forward

**668,000 Net Paid
for January**

On the Way to a Million!

PHOTOPLAY

The Most Imitated Magazine in the World

DO YOU KNOW YOUR ADVERTISING

A B C's?

A ADVERTISING

so they READ about your product

B BROADCASTING

so they HEAR about your product

C CONTROLLED SAMPLING

so they can actually SEE and TEST the product itself!

It follows as logically as A B C that sampling should be part of practically every advertising campaign. *Because* it gets your product into the home where it is seen! Where it is handled! Where it is USED!

Sampling works hand in hand with publication advertising and radio broadcasting. It puts your sales message across with a new and better sense of reality. People are no longer obliged to wonder about your product; they *know* all about it, and knowing, *buy*. Certainly, beyond any shadow of a doubt, sampling stimulates that urge to *BUY* as nothing else can.

The Peck Distributing Corporation with 15 years' experience, with a large uniformed force carefully supervised, can handle any family-to-family sampling or literature distributing job—ANYWHERE IN THE UNITED STATES.

Write for explanatory booklet



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wear. But if they will use Lux, says Elinor, "which is made especially to cleanse without disturbing the vibrant loveliness of the colors," then they can keep their charms without buying new materials all the time. The wife is not to forget her surroundings, such as draperies, slip covers, pillows in the living room, all of which "form part of the magic spell that reflects you."

And there, on another page, Daniel Greene advertises, "Just a little velvet bow." "It is," says the maker of Leisure Footwear, "a new feminine fashion started by one of New York's smartest shops, where all the lovely mannequins wear bows on their toes because bows make feet look much smaller." The woman who wants that bow is not going to battle about price, should Daniel Greene have a price cutter in its field.

Without adequate advertising to back it up, I have never heard of any idea which took a product out of the price rut.

New Advertising Business at Chicago

The Hewett-Crouse Advertising Company has been established by Mrs. Frances Hewett Crouse at Chicago. She was formerly with the H. C. Winchell Advertising Agency, in charge of space, art and production.

The Hewett-Crouse agency has been appointed to direct the advertising accounts of the Kabo Corset Company; Thordarson Electric Manufacturing Company, transformers; Powers Regulator Company, temperature regulators; and the Pelouze Manufacturing Company, scales and electric metal apparatus. All are Chicago firms.

Canfield Oil Company Appoints Seaver-Brinkman

The Canfield Oil Company, Cleveland, refiner and distributor of Canzol, Wm. Penn oil and other petroleum products, has appointed the Seaver-Brinkman Company, advertising agency of that city, to direct its advertising account. Newspapers, business papers and direct mail will be used.

Textile Account to Rose Agency

The French Textile Weavers, Chicago, have placed their advertising account with the Edward William Rose Company, advertising agency of that city.



COLOR Attracts!

Especially in Letterheads!

THE great majority of letterheads are still drab, dull, lifeless they do not reflect the character of the business, the color of the product or the individuality of the service.

Letterheads designed and produced by Monroe (you have doubtless admired them and wondered who originated them) successfully secure *preferred attention*, insure an interested reading of your letters and produce, by actual test, an increase in inquiries and orders.

This is an age of animation and color! Is your letterhead (your sales representative on paper) in tune with this modern trend? Do not allow it to give the impression of old-fashioned methods or out-of-date goods and policies.

Send for our free portfolio of modern letterheads and full particulars. Kindly address:

Monroe Letterhead Corporation

167 North Union ... Akron, Ohio

A University President Takes Ad Men to a Hilltop

The Ultimate Dignity of the Advertising Profession, He Says, Hinges Upon Faithfully Facing Four Definite Duties

By Glenn Frank

President, University of Wisconsin

THE advertising man is a liaison officer between the materials of business and the mind of the nation. He must know both well before he can serve either wisely. I do not know another servant of the business world who daily faces a greater challenge to social statesmanship than the advertising man.

* * *

The business order and the social order are too intimately related for the advertising man who aspires to be more than a tricky tradesman to tear them apart in his thinking. The really great advertising man knows that a good business cannot be permanently maintained in a bad civilization. And this is why the great advertising man must be a statesman.

Then, too, the really great advertising man must be as much interested in increasing the sanity of consumption as in increasing the size of consumption, for great businesses are not built upon fads that are worthless and passing, but upon appetites that are worthy and permanent. The advertising man need not go outside his profession to find a playground for his sense of values.

* * *

I suspect that the most important man in the world is the good salesman. I do not mean simply the clerk or the commercial traveler, but the man whose whole life and work is guided by the principles of good salesmanship. The art of civilization is largely the art of salesmanship. Nothing of permanent value has come down to us from the past save by the grace of good salesmanship on the part of somebody.

Extracts from a talk delivered before the Minneapolis Retail Advertising Institute last week.

I am more and more convinced that business is one of humanity's most promising instruments for its emancipation; that business, damned and derided as it has often been, is today writing a new Magna Charta for the race.

The old Magna Charta meant the conquest of despotism. The new Magna Charta means the conquest of drudgery. The old Magna Charta was won by the insistence of great mobs. The new Magna Charta may be won by the inventiveness of great manufacturers.

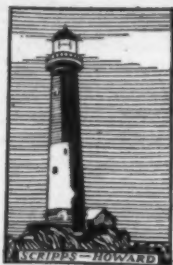
The other day I came upon the first line of this new Magna Charta. In Henry Ford's new book, "Today and Tomorrow," I find this sentence: "Hard labor is for machines, not for men." Here are eight short and simple words. There are no polished phrases in this brief sentence. And yet, if I mistake not, the germs of a new civilization are hidden in it. There are a hundred unwritten Iliads in it. There is the birthright of a new Shakespeare in it. It is the charter for new art galleries. It foreshadows a new birth of education. There is unreleased music in it.

* * *

But the ultimate dignity of the advertising profession must depend upon the faithful facing of certain duties. I suggest four such duties:

First, the duty to use words honestly. An ancient and accredited adage says that actions speak louder than words, but I doubt it, for signs indicate that modern mankind follows the talker rather than the doer. We are a word-ridden people. We worship words. We give our votes to words. We accept words as a substitute for works.

In the heat and hysteria of crisis



The circulation gain of The New York Telegram, over last year, exceeds the total gain of all the other New York evening newspapers combined

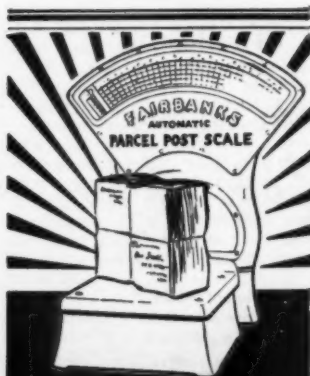
Above is based on Government statements published last week by all New York newspapers for period ending March 31st, 1930, as compared with corresponding period ending March 31st, 1929

Tell Them!
50,000
SUBSCRIBERS

Style Sources
Women's Wear Daily

150,000
READERS
Sell Them!

New York
 8 East 13th Street.



Ship
printed matter
with
correct postage

Avoid waste
and returns...

MA 5703

we allow our hatreds and our loyalties alike to crystallize around words that ever after arouse hatred or loyalty by their mere utterance. Bolshevik! Socialist! Reactionary! Fundamentalist! Modernist! Safe and Sane! Unsound! International! Red! Patriotic! These and a hundred other epithets determine our attitudes toward men and measures. Most of us simply do not go beneath or beyond the label of a thing. We take tags too seriously.

This is why it is important for us to overhaul our vocabularies periodically. Words that are used in controversies should be given a vacation when the controversies are over; otherwise they poison our spirits and pervert our thinking; they carry the meanings and misunderstandings of the old controversies over into new discussions. It is a hard task to keep language close to living reality, but the soundness of our civilization depends upon it.

Second, the duty to educate the nation in the uses of prosperity. I said earlier that the really great advertising man must be as much interested in increasing the sanity as in increasing the size of consumption. The advertising profession, for good or for ill, is educating the nation in the use of prosperity. I wonder whether advertising men realize the responsibility this new task puts upon them?

The uses of prosperity—here is one of the major problems of modern ethical leadership. And advertising men will do much to determine its solution.

Third, the duty to socialize the idea of business success. It is a wise nation that knows its own bolsheviks. The most dangerous bolsheviks do not wear red neckties or write radical pleas. Someone should sound the tocsin for a new kind of bolshevik hunt—a hunt for unsuspected bolsheviks.

The real bolsheviks of business fall readily into two groups: Those who are apostles not of red theory but of red tape, and those whose blundering administration put the balance sheet of a business in the red. These are the men who give us the bolshevism of blundering—



you





The S. V. E. Automatic Picturol Projector. Automatically tells your story to prospect.

Visualize

your PRODUCT or SERVICE

"One picture is worth a thousand words." Show your prospect to amplify your story. Business is adopting this graphic method of selling in rapidly increasing numbers.

For years "S. V. E." has stood for advancement in the field of visual education. We are manufacturers of three types of projectors which satisfactorily care for the needs of modern business.

The Society for Visual Education is the designer and manufacturer of the S. V. E. Automatic Picturol Projector, the manually operated S. V. E. Picturol Projector (Jam Handy Explainer) and the unique S. V. E. Jam Handy Pocket Explainer, distributed by the Jam Handy Picture Service (Newspapers' Film Corporation.)

Send in the attached coupon.

SOCIETY FOR VISUAL EDUCATION, Inc.
Dept. 340, 327 S. La Salle St., Chicago, Ill.
Gentlemen: Please send me full details.

Name Position
Address
City

S V E SOCIETY FOR VISUAL EDUCATION, INC. S V E
Manufacturers, Producers and Distributors of Visual Aids
327 SOUTH LASALLE STREET... CHICAGO, ILLINOIS.

If there is anything that needs careful and complete organization, it is a market survey. With the facilities and organized experience resulting from fifteen years' specialized practice in market research, serving almost every type of industry, we are well equipped to cope with the problems our clients entrust to us.

R. O. EASTMAN
Incorporated

113 West 42nd Street • New York

**RETOUCHING
SPECIALISTS**

**BLACK
AND
WHITE
•
COLOR**

**ADDA AND
KUENSTLER
STUDIOS**

**70 E. 45 - NEW YORK
Murray Hill 9237**

a bolshevism more sinister than the bolshevism of bombing.

Fourth, the duty to merchandise modern thought. Since the war superstition has been trying to get science on the run. All sorts of obsolete opinions, dead dogmas, irrational inhibitions, silly superstitions and foolish fears have come out from under cover and inspired crusades whose leaders seek to convince the public that modern science is undermining all that is high and holy, all that is sound and sane in life.

The scientists and the scholars must share the blame for this. All the sciences have lying, relatively unused, in their laboratories socially usable ideas that would, if really used, lift the whole tone and temper of American life. Unfortunately many of these ideas are today buried under the jargon of technical scholarship and effectively insulated from contact with our common life. Now and then fitful and fractional glimpses of these ideas filter into the press and are immediately pounced upon by demagogues who misinterpret them and use them as ammunition in a misguided warfare against the whole helpful output of the modern mind. If we are to save the results of scientific research from slander at the hands of demagogues or from sterility as the private luxuries of highbrows, there must be some soundly conceived attempt to winnow out the net social and spiritual contributions of scientific research from the chaff of attendant detail, and then these contributions must be translated into the common tongues.

**New Account to Byerly
Agency**

The Metal Finishers' Machine Company, Cleveland, manufacturer of metal finishing machines for steel and other industries, has started an advertising campaign, using business papers and direct mail. The account is being handled by Oliver M. Byerly, Inc., Cleveland advertising agency.

Godfrey L. Cabot, Inc., Boston, maker of carbon black, has appointed Charles Austin Bates, Inc., New York advertising agency, to direct its advertising account. Business papers and direct mail will be used.

GAINS

... now eight in a row

April is the eighth consecutive month that Printers' Ink Monthly shows a gain in display advertising over the same issue of a year ago ▲ ▲ ▲ ▲

... and these eight issues break all records for any eight months' period in its eleven years' history

Printers' Ink Monthly

185 Madison Avenue, New York

Advertising rates: Full page \$225. Two-thirds page \$170. One-third page \$90

PRINTERS' INK

Incorporated U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1883 by George F. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK
CITY. TELEPHONE: ASHLAND 6500. President
and Secretary, J. I. ROMER. Vice-President,
R. W. LAWRENCE. Treasurer, DAVID MARCUS.
Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street,
Grove Compton, Manager.

Atlanta Office: 87 Walton Street,
Geo. M. Kohn, Manager.

St. Louis Office: 915 Olive Street,
A. D. McKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager.
San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Foreign
postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50;
quarter page, \$33.75; one-inch minimum, \$10.50;
Classified, 75 cents a line, minimum order \$3.75.

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A. H. Deute, Special Contributor

Chicago: G. A. Nichols
Frederic Read
Philip H. Erben, Jr.

London: Thomas Russell

NEW YORK, APRIL 10, 1930

Profits Instead of Volume

In spite of optimistic prophecies regarding an imminent return to the gala-volume days of pre-October, 1929, many sales executives are turning their eyes from hopes of volume to analysis of profits.

One of the most interesting feats of the sales analysts during the last decade or two has been their demonstration that many organizations sacrifice profits on the altar of volume. The old-school sales executive could not be bothered with studying his sales statistics to the point of discovering that his salesmen often were pushing certain items which brought in comparatively small profits at the expense of long-profit items which, although a little more difficult to sell, in the long run made good

dividend records for the company.

As 1930 swings into its second quarter, the old-school executives are in a distinct minority. Today, there is a careful scanning of statistics to determine the long-profit items and salesmen are getting plenty of instruction in the art of pushing these items instead of others.

There are two important facts which must be observed in any plans for pushing long-profit merchandise. The first is the untrustworthy character of 1927 or 1928 figures as applied to the current year.

Production costs and selling strategies shift rapidly nowadays and the item that was giving the profits in 1927 may very well be a short-profit item in 1930. One reason for this is that when a leader in any industry makes an important discovery, his competitors are bound to profit by it. Thus, if a leader begins to push a certain item or line, his competitors usually turn their efforts to the same item or line. Sales costs go up and profits go down, with the result that the leader has to go back to his statistics and cast them into a new mold. For this reason, the most successful sales executives are those who retain their almost childlike curiosity when it comes to the study of sales statistics and who refuse to be lulled into complacency by the successful results of the past year.

The second fact to be observed is that any scheme to get salesmen to push long-profit items depends almost entirely on the salesman's compensation plan. All things being equal, so far as compensation is concerned, it is only the very foolish or very far-sighted salesman who is going to put special effort on those items which are a little difficult to sell.

Thus the salesman's compensation plan must be molded to fit conditions. There are so many different methods of working out a satisfactory system for accomplishing the desired result that it is not profitable to discuss systems here. The point to be emphasized is the necessity of making sure

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that the compensation plan is so arranged that it will reward adequately those salesmen who are pushing long-profit items and at the same time will penalize the salesmen who follow the easiest path.

Who Wins the Prize Contest?

The canny citizen who possesses any ingenuity is today potentially rich. At the present time it is possible for him, or his wife, or even his child, to enter a number of prize contests in which generous advertisers are fighting each other to place good dollars (often publicly announced as "in gold") in his willing lap.

No one doubts the efficacy of a good prize contest. Such a contest has many potential merits, such as giving the advertising a new and refreshing copy angle, furnishing the advertiser with new ideas, getting the advertising out of the competitive rut, etc. There is always, however, the nagging question, "Who wins?"

No advertiser, of course, inaugurates a prize contest without a pretty definite idea that he is going to get far more value out of the contest than the money he offers as prizes. It is an unhappy fact that occasionally the advertiser gets nothing beyond a touch of migraine.

The publicity value of a contest is often over-estimated. After all, today there is nothing particularly startling about the idea of offering consumers large gobs of easy money. Too many advertisers are competing for the chance to do just that thing. No, the contest must be so planned that it will bring the advertiser definite, usable material.

The "how-many-words-can-you-make-out-of-the-letters-of-our-trade-name" type of contest is pretty well a thing of the past. It was purely a publicity stunt designed to get a lot of consumers conscious of the trade name. Advertisers have found that just as many worth-while consumers will respond to the contest in which they are asked to give the advertiser something that will help him

in his future advertising and merchandising.

The prize contest is no longer an exercise in philanthropy. Unless an advertiser can create an idea which will bring him returns far out of proportion to the money invested, he might far better invest the same sum in good, dividend-producing space.

Find the Range in Selling

H. Bertram Lewis, vice-president of The Commercial Credit Companies, has produced some interesting observations on selling, with special reference to the automotive field. His most recent statement takes up the proper training of salesmen and offers the following incident.

He had asked the price of a car at an exhibit and the salesman was immediately off on a selling job. "One virtue after another rolled off his tongue with scarcely a pause for breath. When his canned sales talk was ended he fumbled for the next idea and then asked, 'What car do you own now?'"

He had made no attempt to size up the inquirer or determine what features of the line interested him. He did not stimulate the imagination.

As Mr. Lewis sums up his faults: "On every count this man was wrong. He told too much and he asked too much. He did no range-finding at all." This lack of range-finding, discovering what the prospect has in mind, is an indictment which can be brought against selling in many different industries, to retailers as well as consumers.

A better sales technique is essential in times of real competition. Conversation must be led by suggestion, not by domineering tactics. The salesman must probe for subjects of interest to the prospect. He must make the prospect talk and then listen. The salesman with the best modern technique never dominates. He seems rather merely to be holding up his end of a friendly conversation.

The present is a time when the sales manager and his men must put more emphasis on the fine

points of the sales art. The days of handing a man a manual and a bunch of prospects and thinking that a new salesman has been put to work are past and gone.

Mr. Lewis has performed a service to selling by giving an action word to the newer philosophy of sales.

Range-finding in sales is a subject which should be given increasing attention by every man who has a selling job to accomplish.

This Thing Called Town Pride

It has long been a principle of chain-store operation that people are unsentimental and hugely selfish when it comes to buying the necessities of life. With a considerable degree of truth, they are said to rank the buying power of their dollars as of more importance than concentrating their business with locally owned stores in the thought, accurate or otherwise, that the town thereby is helped.

Nevertheless, chain-store operators are discovering, in somewhat belated fashion, that a cold statement of economic values is likely to be insufficient and that people do have something of an interest in their towns after all. Here is one instance from sunny Kansas:

In Emporia there was a campaign put on to build a hospital. Presumably the hospital was needed; anyway the retailers, as well as other business interests, were asked to subscribe. Most of them did contribute with the exception of the manager of a store owned by a mail-order house; he informed the committee that the matter would have to be submitted to the management in Chicago. He wrote, or said he wrote, but received no response from the company.

William Allen White, the fighting editor of the *Emporia Gazette*—who, by the way, has written editorials sharply defending the chain stores against loosely conceived and unfair propaganda—mentioned in his newspaper the mail-order organization's failure to aid the hospital project. Next day the store, which had been enjoying

a growingly profitable business, was entirely deserted except for the presence of the salespeople. Not one customer entered.

The manager got Chicago on the long distance telephone, and a couple of days later out came an official of the firm. He conferred with the local committee, and explained that the omission was merely an oversight, which it doubtless was. How much did the committee think would be a fair amount for the store to give? He was told \$500 would be about right. Very well, then; he would give \$1,000, which he did.

Next day, Editor White referred to the contribution editorially and praised the company for its liberality. And then the salespeople in the store got busy again; great numbers of customers remembered about the values offered there.

This thing called town pride is not nearly so negligible a factor in merchandising as some people imagine it to be. There is sentiment in business after all. And sentiment has to be considered because people feel as well as think.

The Emporia episode shows that people have no inherent prejudice against chain stores because they happen not to be locally owned. If the store manager enters fully into the spirit of the town he is accepted as a resident, but if he holds aloof he is actually saying: "This store is here only for what it can get; it has no proprietary interest in the community."

It seems that the chains can learn something valuable from Mr. White and his fellow citizens out there in the great open spaces.

Campaign to Feature New Electric "Patter"

The "Velvet-skin Patter," a new electrical product of the Connecticut Telephone & Electric Corporation, Meriden, Conn., which mechanically reproduces finger patting for use in facial skin treatments, is now being introduced to the trade in full-page advertisements in business publications. Consumer advertising will begin in magazines in May. A campaign in metropolitan newspapers throughout the country will follow.

The company is a subsidiary of the Commercial Instrument Corporation, Chicago. The advertising is placed by Williams & Cunningham, Inc., advertising agency of the latter city.

We'll GET THE FACTS for You...

Quickly... Accurately... Economically

Emerson B. Knight, Inc., offers you a national research service. We are equipped by organization and experience to make any type of market or product study for manufacturers, agencies, newspapers, associations, radio stations or publications—by personal interview or mail questionnaire.

Where facts are obtained by mail a test mailing is checked against facts obtained by personal interviews before the complete study is made.

The data obtained is machine tabulated, checked by bonded auditors, analyzed by men who know marketing and presented in a practical, usable form.

For quick, convenient service, Knight field organizations are maintained in the East, Middle West and West.

It will pay you to get the complete details of Knight Service.

EMERSON B. KNIGHT, Inc.

Certified Market Studies

INDIANAPOLIS, INDIANA
ARCHITECTS AND BUILDERS BUILDING

Advertising Club News

The "Sales," the "Man" and the "Ship" in Salesmanship

Because a man can't talk fluently, because he might be timid and shy, is no reason for telling him he never would succeed in salesmanship, J. C. Altroock, in charge of sales of the Fuller Brush Company, Hartford, Conn., recently told members of the St. Louis Sales Managers Bureau of the St. Louis Chamber of Commerce. "Some of the greatest salesmen I have ever known," he pointed out, "are those who do little or no talking. If the customer is persuaded that he should do the talking, why talk?"

"I like to think of the 'sales,' the 'man' and the 'ship' in salesmanship. Speaking of the 'ship,' I have in mind quotas, the purpose and goal which an individual ought to possess. I believe the 'man' in salesmanship is perhaps the most important of all, because unless you have the right man, your sales are sure to suffer.

"Control of salesmen and payment of a fair salary greatly influence the trend of results," Mr. Altroock said. "Unless you pay men real money," he declared, "you are not going to get results. We find among salesmen that 10 per cent supply their own incentive and the institution has to supply the other 90 per cent. I think men must be selected carefully and then taught after they are selected. I believe in decentralized control. There used to be an autocracy in our office; we were like a government. What we are trying to do now is to decentralize and put the control largely in the field where it belongs."

* * *

Adcraft Club in New Quarters

The Adcraft Club of Detroit has formally opened its new and enlarged headquarters on the twenty-second floor of the Book Tower. A reference library, a research department and a committee room are new features of the club's quarters.

The reference library is under the direction of Charles W. Brooke, chairman of the board of Brooke, Smith & French, Inc., Detroit advertising agency. It will be available to the advertising and business men of Detroit and will contain an up-to-date list of current magazines and books on advertising.

The full-time executive personnel of the Adcraft Club consists of: Harold M. Hastings, secretary-manager; Howard F. McLennan, membership secretary, and Rudolph E. Anderson and Robert W. Adams, editor and business manager, respectively, of "The Advertiser," the club's weekly magazine.

* * *

Hugo C. Vogel, vice-president and treasurer of Freeze-Vogel-Crawford, Inc., Milwaukee advertising agency, has been elected to the board of governors of the Milwaukee Advertising Club. He succeeds Carl Zimmerman who recently moved to Chicago.

Philadelphia Women's Club Holds Fame Award Dinner

The Fame Award established by the Philadelphia Club of Advertising Women was presented to Mrs. Rudolph Blankenburg at the Friendship dinner given by the club recently. This award will be given each year to the woman who has done the most for Philadelphia in the field in which she is most active. Mrs. Blankenburg is the widow of Philadelphia's reform mayor, who served from 1911 to 1915. She has for many years been a pioneer in the women's club and emancipation movement.

Mrs. Katherine F. Lukens, past president of the Philadelphia Club of Advertising Women, presided at the meeting. Ruth E. Clair, president of the club, made the presentation. The "golden link of friendship" was passed along to Rose Baker, president of the Philadelphia Dietitians Association, which will hold the Friendship Dinner of 1931.

* * *

Discuss Direct Mail Received by Hartford Club Members

At a recent meeting of the Hartford, Conn., Advertising Club devoted to the subject of direct-mail advertising, three members of the club each described a piece of direct mail which had been received by him during the week. The piece of mail discussed by the members was not one mailed by their own companies but one which had been received from some advertiser who wanted to sell them something. Each speaker devoted five minutes to discussing what he liked or what he did not like about the direct-mail piece he had chosen. The five-minute talks were followed by general discussion by the membership.

* * *

Plan Artists' Division of St. Louis Club

The artists of the Advertising Club of St. Louis are organizing an association to be known as the Professional Artists' Association, a Division of the Advertising Club of St. Louis. The association will hold exhibitions of the work of St. Louis artists and endeavor to secure a co-operative relationship between the art buyers and artists of that city.

* * *

Philadelphia Berlin Delegates to Hold Reunion

The delegates from the Poor Richard Club of Philadelphia and the Philadelphia Club of Advertising Women who attended the Berlin convention of the International Advertising Association last year, will hold a reunion at the Poor Richard Clubhouse on May 1. Theodore E. Ash, chairman of last year's "On to Berlin" committee, is in charge of the reunion committee.

*"To Every People
According to its Language"*

Stability

As representatives of the leading American foreign language newspapers over a period of 22 years, this organization has helped many American Manufacturers and their advertising agencies to establish profitable markets for their products among our millions of foreign born consumers. This is the largest special foreign language advertising agency in the United States, both in service facilities and number of national accounts placed in foreign language newspapers.

H.L. Winer Special Agency, Inc.

420 Lexington Ave.
Graybar Bldg.
New York

360 N. Michigan Ave.
London Guarantee Bldg.
Chicago

Established
1908



Member
A.B.C.



A GREAT BEAUTY MARKET

WOMEN translate
Health into terms of

good looks.

Beauty of skin, of hair, of teeth and
of form are a big part of the buying
and reading of PHYSICAL CULTURE.

For instance, the more exercise, the
more soap and water used—whose
soap?

The more conscious breathing, the
more teeth consciousness—whose
dentifrice?

Our very name means "care of body."

Our entire editorial program is de-
voted to this theme.

PHYSICAL CULTURE

The National Magazine of HEALTH and BEAUTY

MORE THAN 300,000 FAMILIES *Live* BY IT

Apr. 10

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APRIL MAGAZINES

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES

(Exclusive of publishers' own
advertising)

	Pages	Lines
The Spur (2 issues).....	198	132,965
Town & Country (2 issues).....	169	113,127
House & Garden	167	105,497
Country Life	146	98,073
Arts & Decoration	97	65,268
Nation's Business	147	63,039
American Home	92	58,446
House Beautiful	91	57,395
Vanity Fair	83	52,272
The Sportsman	81	51,378
Cosmopolitan	108	46,371
American	104	44,504
Forbes (2 Mar. issues)....	91	38,994
Better Homes & Gardens..	83	37,432
Popular Mechanics	143	32,032
Normal Instructor	46	31,592
World's Work	67	28,886
American Golfer	44	28,078
Review of Reviews.....	64	27,488
Field & Stream	63	27,027
Popular Science Monthly..	61	26,358
International Studio	36	23,925
Magazine of Wall Street (2 Mar. issues)	55	23,738
American Boy	35	23,460
Harpers Magazine	104	23,212
Outdoor Life & Recreation	46	19,901
National Sportsman	45	19,278
Forum	45	19,096
World Traveler	28	18,900
Redbook	44	18,699
Atlantic Monthly	83	18,569
Radio	41	18,151
Physical Culture	39	16,918
True Detective Mysteries..	39	16,737
Motion Picture	38	16,474
Boys' Life	24	16,017
True Romances	36	15,284
Hunting & Fishing	35	15,188
Theatre	24	14,931
Home & Field.....	23	14,786
Science & Invention.....	32	13,803
Country Club Magazine... 21		13,411
Scribner's	60	13,329
Golden Book	31	13,320
Dream World	29	12,295
Sunset	28	12,142
Motion Picture Classic... 27		11,733
Elks Magazine	26	11,704
Forest & Stream	26	11,287
Open Road for Boys..... 24		10,419
Nomad	23	9,521
Radio News	22	9,458
American Legion Monthly. 22		9,404
True Confessions	21	9,009

Will It Pay?

THE immediate response of the modern executive when organization changes are proposed is, "How much will it cost?" Then he adds, "Will it pay us?"

Are office systems to be changed and new equipment purchased? Are machines wanted for the factory? Does distribution call for more trucks? Should the plant be expanded—a branch factory established? Each of these changes involves considerable expenditure. No move can be made without the O. K. of the chief executive. —And he asks, "Will it pay?"

The modern executive is "financial-minded." Figures, dollars are no longer the concern of the accounting and statistical departments, alone; they are the first thought of the chief executive. He is the man who finds **FORBES** indispensable. **FORBES** keeps its executive readers abreast with the times and diagnoses what lies ahead.

To advertise your product in **FORBES** is to put it before 80,000 "financial-minded" business executives. They are the men who understand figures. Can you prove the economy of purchasing your product? It should be profitable to show the readers of **FORBES** that it will pay.

FORBES

B. C. Forbes, Editor
Walter Drey, Vice-Pres.

120-5th Ave., New York

ASSISTANT ADVERTISING MANAGER

To a man of the type
we seek we believe
this to be a most ex-
ceptional opportunity.

We're the largest company
in a vitally important industry,
now first applying the force of
advertising to our business.

We need an Assistant Ad-
vertising Manager to help us
serve our dealer organization
properly.

If you've cut your advertis-
ing "eye-teeth," have had
three or four years' agency ex-
perience, or its equivalent,
have learned how to contact
dealers, how to sell, to plan
merchandising campaigns —
you may be the man we want.

We'd like a man wide be-
tween the eyes, whose head is
screwed on firmly, aggressive
but not stubborn—and untiring.

Hard work, long hours, lots
of traveling—but a future
limited only by your capacity
and endurance.

You'll be called on to make
decisions, to back your own
judgment, to plan—then work
your plan.

Salary \$4,000 to \$5,000 to
start.

If interested, write us briefly,
tell us what we need to know.
Your age, religion, whether
married, who you've worked for,
what you've done, the salary
you've been earning.

We want this man immedi-
ately. Write now. Our outfit
knows of this advertisement.

G-Box 92
Printers Ink
185 Madison Avenue
New York

	Pages	Lines
Psychology	21	8,825
Nature Magazine	20	8,412
Scientific American	18	8,109
Film Fun	18	7,722
Screenland	18	7,583
Asia	18	7,562
American Mercury	33	7,455
Picture Play	15	6,578
Am. Forests & Forest Life..	15	6,393
Extension Magazine	9	6,383
Association Men	14	5,826
American Motorist	14	5,740
The Scholastic (3 Mar. is.)	14	5,711
The Mentor	13	5,577
Newsstand Group	23	5,057
Munsey Combination	22	4,984
The Rotarian	11	4,719
St. Nicholas	11	4,505
National Republic	7	3,040
Current History	12	2,662
Street & Smith Combination	8	1,680
Blue Book	4	976

WOMEN'S MAGAZINES

	Pages	Lines
Vogue (2 issues)	201	126,976
Harper's Bazaar	152	102,517
Ladies' Home Journal	145	98,642
Good Housekeeping	209	89,843
Woman's Home Companion	117	79,287
McCall's	95	64,644
Pictorial Review	75	50,946
Delineator	74	50,387
True Story	90	38,692
Holland's	36	27,416
Photoplay	58	25,003
Modern Priscilla	32	21,517
Junior League Magazine ..	51	21,289
Farmer's Wife	31	21,171
Woman's World	27	18,075
The Parents' Magazine....	41	17,610
Household Magazine	25	17,100
Smart Set	35	15,043
People's Popular Monthly	17	11,267
American Girl	22	9,254
Needlecraft	13	9,035
Junior Home Magazine....	12	8,429
Child Life	19	8,072
John Martin's Book.....	11	4,650
Messenger of Sacred Heart	12	2,796
Fashionable Dress & Travel	4	2,722

CANADIAN MAGAZINES

(March Issues)

	Pages	Lines
MacLean's (2 issues)	85	58,931
Mayfair	78	49,011
Can. Homes & Gardens...	71	45,056
Canadian Home Journal....	53	37,212
Western Home Monthly...	50	35,224
The Chatelaine	28	19,632
Rod & Gun in Canada ...	24	10,342

Lines
8,825
8,412
8,199
7,722
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7,455
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2,662
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976

Lines
126,976
102,517
98,642
89,843
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50,946
50,387
38,692
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25,003
21,517
21,289
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17,610
17,100
15,043
11,267
9,254
9,035
8,429
8,072
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2,796
2,722

Lines
58,931
49,011
45,056
37,212
35,224
19,632
10,342



Today they are teen age girls, forming their life-time preferences and buying habits. Today you can persuade them with your advertising message at a fraction of the expense involved in trying, later, to alter their fixed opinions.

Soon, very soon, these girls will be the home makers of tomorrow. They, and their mothers, are now reading *The American Girl*. Why not make us prove this?

The American Girl

THE MAGAZINE FOR ALL GIRLS

Published by GIRL SCOUTS, INC.

670 Lexington Ave., New York, N. Y.

S. E. McKEOWN, BUSINESS MANAGER
NATHANIEL H. JONES,
IN CHARGE OF ADVERTISING

CHICAGO
Powers & Stone, Inc.
First Nat'l Bank Bldg.

PHILADELPHIA
Harry E. Hyde,
548 Drexel Building

NEW ENGLAND AND NEW YORK STATE
(except Metropolitan area)
Powers & Stone, Inc., 369 Lexington Ave., N. Y. C.



MEMBER AUDIT BUREAU OF CIRCULATIONS

MARCH WEEKLIES

March 1-7	Pages	Lines
Saturday Evening Post..	107	72,579
American Weekly	12	22,750
Time	50	21,426
New Yorker	49	21,022
Collier's	30	20,444
Literary Digest	28	12,930
Business Week	21	8,950
Liberty	19	8,008
Life	11	4,707
Christian Herald	6	4,131
The Nation	8	3,350
Outlook	5	2,332
Judge	5	2,150
Churchman	4	1,534
New Republic	3	1,393

March 8-14	Pages	Lines
Saturday Evening Post..	132	89,724
New Yorker	67	28,867
Collier's	38	25,983
American Weekly	13	25,572
Time	58	24,774
Literary Digest	32	14,386
Liberty	24	10,173
Business Week	19	7,964
Life	11	4,709
Judge	10	4,375
Christian Herald	4	3,036
Outlook	7	3,000
The Nation	7	2,950
Churchman	6	2,723
New Republic	3	1,361

March 15-21	Pages	Lines
Saturday Evening Post..	118	80,260
Collier's	43	29,025
New Yorker	64	27,589
American Weekly	12	23,748
Time	54	23,058
Literary Digest	44	20,147
Liberty	26	11,172
Business Week	23	9,724
The Nation	11	4,300
Christian Herald	6	3,879
Life	8	3,495
Churchman	6	2,643
Judge	5	2,143
Outlook	4	1,840
New Republic	3	1,414

March 22-28	Pages	Lines
Saturday Evening Post..	102	69,684
Collier's	41	28,202
New Yorker	65	27,807
Time	54	23,067
American Weekly	10	19,499
Literary Digest	29	13,390
Liberty	30	12,870
Business Week	19	8,092
New Republic (Book Section Included)	13	5,547
Christian Herald	6	4,333
The Nation	10	3,900

	Pages	Lines
Outlook	7	3,245
Judge	7	3,198
Life	5	2,252
Churchman	5	2,108

March 29-31	Pages	Lines
Saturday Evening Post..	118	80,107
New Yorker	67	28,623
Time	46	19,804
American Weekly	10	19,064
Collier's	24	16,031
Literary Digest	25	11,223
Christian Herald	16	10,716
Liberty	21	8,866
Churchman	7	2,740
Judge	6	2,362

Totals for March	Pages	Lines
Saturday Evening Post..	577	392,354
New Yorker	312	133,908
Collier's	176	119,685
Time	262	112,129
American Weekly	57	110,633
Literary Digest	158	72,076
Liberty	120	51,089
Business Week	82	34,730
Christian Herald	38	26,095
Life	35	15,163
The Nation	36	14,500
Judge	33	14,228
Churchman	28	11,748
Outlook	23	10,417
New Republic	22	9,715

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

	Pages	Lines
1. The Spur (2 issues)...	198	132,965
2. Vogue (2 issues).....	201	126,976
3. Town & Country (2 is.)	169	113,127
4. House & Garden	167	105,497
5. Harper's Bazaar	152	102,517
6. Ladies' Home Journal..	145	98,642
7. Country Life	146	98,073
8. Good Housekeeping ..	209	89,843
9. Woman's Home Comp..	117	79,287
10. Arts & Decoration ...	97	65,268
11. McCall's	95	64,644
12. Nation's Business ..	147	63,039
13. MacLean's (2 Mar. is.)	85	58,931
14. American Home	92	58,446
15. House Beautiful	91	57,395
16. Vanity Fair	83	52,272
17. The Sportsman	81	51,378
18. Pictorial Review	75	50,946
19. Delineator	74	50,387
20. Mayfair (Mar.)	78	49,011
21. Cosmopolitan	108	46,371
22. Can. Ho. & Gar. (Mar.)	71	45,056
23. American	104	44,504
24. Forbes (2 Mar. is.)...	91	38,994
25. True Story	90	38,692

Main Office &
DALLASYOU
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Lines
3,245
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Lines
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Lines
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58,446
57,395
52,272
51,378
50,946
50,387
49,011
46,371
45,056
44,504
38,994
38,692



COTY

Uses

Holland's

Main Office & Publishing House
DALLAS, TEXAS

The Magazine of the
SOUTH

New York, 32 Vanderbilt Ave.
Chicago, 1225 Michigan Blvd.

Because:

they, like Daggett & Ramsdell . . . Mavis . . . Pepsodent . . .
Dr. West . . . Houbigant . . . Kotex . . . Roger & Gallet . . .
Djer-Kiss . . . Lehn & Fink . . . Frostilla . . . Johnson &
Johnson, have discovered that the South is one of the
greatest markets for cosmetics and other drug store
merchandise. They have also discovered that
HOLLAND's, being a Southern magazine devoted
to the interests of the South, holds first place in
Southern homes. National magazines do not
adequately cover the South! That seasoned
advertisers realize this is proven by their con-
sistent yearly programs in HOLLAND's.

**YOU CAN'T COVER THE NATION WITHOUT
COVERING THE SOUTH . . . AND YOU CAN'T
COVER THE SOUTH WITHOUT HOLLAND'S**

FOUR-YEAR RECORD OF APRIL ADVERTISING

	1930 Lines	1929 Lines	1928 Lines	1927 Lines	Total Lines
House & Garden	105,497	130,408	123,285	123,513	482,703
Town & Country (2 issues) ..	113,127	121,220	109,281	108,760	452,388
Country Life	98,073	118,372	100,802	92,008	409,255
House Beautiful	57,395	73,618	71,390	83,547	285,950
Arts & Decoration	65,268	69,720	65,016	67,620	267,624
Vanity Fair	52,272	72,417	71,529	68,800	265,018
MacLean's (2 Mar. issues) ..	58,931	51,712	52,610	56,397	219,650
American Home	58,446	72,545	42,259	37,104	210,354
Nation's Business	*63,039	*56,181	*44,397	40,098	203,715
American	44,504	47,030	46,059	54,486	192,079
Cosmopolitan	46,371	45,846	43,220	41,780	177,217
Forbes (2 Mar. issues) ..	*38,994	49,001	44,674	37,816	170,485
Popular Mechanics	32,032	37,408	33,712	37,016	140,168
Better Homes & Gardens ..	37,432	36,434	36,028	25,241	135,135
World's Work	†28,886	†41,171	21,905	23,102	115,064
Popular Science Monthly ..	26,358	32,985	28,967	25,534	113,844
Field & Stream	27,027	28,376	27,313	29,500	112,216
Review of Reviews	†27,488	†35,729	22,683	22,533	108,433
Redbook	18,699	28,467	28,414	31,505	107,085
Harpers Magazine	23,212	25,928	26,684	29,148	104,972
International Studio	23,925	30,591	21,885	21,749	98,150
Atlantic Monthly	18,569	22,821	25,660	27,248	94,298
American Boy	†23,460	25,118	17,907	19,515	86,000
Physical Culture	16,918	23,384	20,425	23,322	84,049
True Romances	15,284	17,674	20,428	21,245	74,631
Outdoor Life & Recreation ..	19,901	19,265	20,302	14,978	74,446
Theatre	14,931	21,567	18,170	16,618	71,286
Boys' Life	16,017	21,130	15,598	18,036	70,781
Scribner's	13,329	14,770	19,997	21,047	69,143
National Sportsman	19,278	17,607	16,492	14,656	68,033
Motion Picture	16,474	19,807	16,003	15,731	68,015
Forum	†19,096	†21,051	10,594	8,588	59,329
Sunset	12,142	12,133	12,855	16,634	53,764
Science & Invention	13,803	12,970	13,002	10,623	50,398
Scientific American	*8,109	*10,899	*9,922	11,008	39,938
Munsey Combination	4,984	6,496	3,926	6,104	21,510
St. Nicholas	4,505	3,647	5,362	6,650	20,164

*Smaller Page Size. 1,283,776 1,475,498 1,308,756 1,309,260 5,377,290

†Larger Page Size.

‡Youth's Companion combined with American Boy.

WOMEN'S MAGAZINES

	1930	1929	1928	1927	Total
Vogue (2 issues)	126,976	162,350	158,810	153,172	601,308
Harper's Bazaar	102,517	108,331	101,304	99,211	411,363
Ladies' Home Journal	98,642	96,886	102,612	110,895	409,035
Good Housekeeping	89,843	90,462	90,340	88,569	359,214
Woman's Home Companion ..	79,287	68,800	65,038	60,710	273,835
McCall's	64,644	51,592	59,150	51,440	226,826
Pictorial Review	50,946	48,719	52,864	49,551	202,080
Delineator	50,387	41,682	55,267	39,432	186,766
True Story	38,692	34,356	34,176	26,066	133,290
Photoplay	25,003	26,011	25,175	26,063	102,252
Modern Priscilla	21,517	22,052	20,961	24,480	89,010
Woman's World	18,075	16,991	18,110	18,730	71,906
Household Magazine	*17,100	14,273	14,001	13,512	58,886
People's Popular Monthly ..	11,267	13,153	12,273	12,011	48,701
Needlecraft	9,035	8,954	12,750	13,940	44,679
American Girl	9,254	7,751	7,477	6,325	30,807

*Smaller Page Size. 813,185 812,363 830,308 794,107 3,249,963

WEEKLIES (5 March Issues)

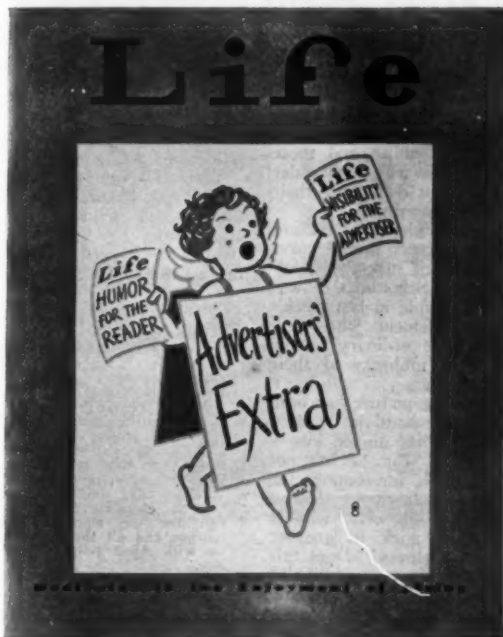
	1930	1929	1928	1927	Total
Saturday Evening Post....	392,354	375,421	362,551	†341,236	1,471,562
New Yorker	133,908	139,372	128,372	†103,497	505,147
American Weekly	110,633	110,226	†74,562	†55,788	351,209
Liberty	*51,089	*51,142	122,794	115,555	340,580
Collier's	119,685	88,955	72,625	†51,536	332,801
Literary Digest	72,076	85,120	79,380	†77,856	314,432
Time	112,129	†64,837	†36,582	†33,190	246,738
Christian Herald	26,095	29,899	24,675	†20,185	100,854
Life	†15,163	25,815	25,368	†25,887	92,233
Outlook	†10,417	†12,475	†14,293	15,693	52,878

*Smaller Page Size. 1,043,549 983,262 941,202 840,423 3,808,436

†Four Issues.

Grand Totals 3,140,510 3,271,123 3,080,266 2,943,790 12,435,699

Presenting the Essence of LIFE



DID YOU GET YOURS?

It is LIFE's own story—told in LIFE's own way:

Meaning that it is not tricky; that it is not arty; that it is not dressed up as an aesthetic masterpiece to lure the soul. Nor is it an elaborate piece of camouflage for dusty tabulations.

Meaning that it is essentially lively reading; it moves swiftly; it is entertaining; that it presents facts with a point, and truth with a punch.

Meaning, too, that it is hard to miss. Like advertising in regular copies of LIFE, it's right next door on every page to the graphic visual entertainment that is LIFE.

That's visibility . . . that's **LIFE**

Total
Lines
482,703
452,388
409,255
285,950
267,624
265,018
219,650
210,354
203,715
192,079
177,217
170,485
140,168
135,135
115,064
113,844
112,216
108,433
107,085
104,972
98,150
94,298
86,000
84,049
74,631
74,446
71,286
70,781
69,143
68,033
68,015
59,329
53,764
50,398
39,938
21,510
20,164

5,377,290

601,308
411,363
409,035
359,214
273,835
226,826
202,080
186,768
133,290
102,252
89,010
71,906
58,884
48,704
44,678
30,807

3,249,963

1,471,560
505,140
351,200
340,580
332,800
314,430
246,710
100,850
92,230
52,870

3,808,430

0 12,435,680

The Little Schoolmaster's Classroom

THERE are many good reasons why advertising characters should not be too real; why they should be Venuses and Adonises who not only look perfect but act perfect. You know those immaculate men who grease their cars without getting so much as a smudge on their chins, and those tea-gowned women who clean under the couch without disturbing their perfectly waved coiffures.

Yes, there are plenty of reasons why these characters should never soil their hands or mar the furniture. Still, the Schoolmaster was glad to see a couple in last week's Valspar advertisement who were a little more like ordinary human beings than the majority of their brothers and sisters.

The man in the picture has been painting. In one hand he holds a brush which he has dipped into a can of Valspar. But he has not done a perfect job, for some of the Valspar has run down the side of the can! And his wife, who is stirring with a stick in another can, is wearing gloves! Does this imply that there is a possibility of her rosy tipped fingers getting soiled if unprotected?

The picture would have been even more realistic if some of the sticky varnish had been put in the man's hair, and if the lady's apron were soiled just a little bit, but even as it is, it is a relief from the typical faultless advertising picture.

* * *

Meditating on the thin red line of merchandising that runs through our sessions and wondering in what direction the line will shoot next, the Schoolmaster opened a piece of mail the postman had brought. Enclosed was a most unusual folder. Copy on page one read:

The Gum on the Postage Stamp!
Many complaints have recently been made on the "next morning" taste one receives when affixing stamps to his letter.

We send herewith to our friends

a variety of suggested flavors for the gum, and we propose to submit this tongue-test to Uncle Sam with your recommendations.

Suppose you try these before reading the next page:

Below the copy, six gum-colored spots, labeled respectively: "mint," "lemon," "orange," "licorice," "vanilla," and "2.75 per cent."

Your Schoolmaster selected the percentage flavor, tasted it, and waited—and waited. You know, expectantly.

Then he sighed, disappointedly, opened the folder and read:

Lest you forget, this is
APRIL FIRST

Once a year is often enough for us to try to fool our friends—the other 364 we are sincere in truthfully adhering to our oft-repeated message to you—

We do Good Printing
We keep our promises
We are prompt in delivery
We retain our clients

—So on this day we trust you will not only remember our service but also the brick under the hat, the chocolate full of soap, the call for the aquarium and the morgue and all the stunts that tie up with April 1—the Fools' Holiday.

Nation Press Printing Co., Inc.
This idea by Barney, of the staff.

Whether Barney's idea sold any printing is, perhaps, a question. But it was so original that it excited comment—just as the Schoolmaster is talking about it here.

* * *

Rarely does the Class turn its attention to pure mathematics. But here is a problem in commercial arithmetic with which the Class members, if they like, can confound their friends. On that score, of course, the subject justifies its own time and space. The line of inquiry starts with the following question, aimed at the Schoolmaster:

In figuring the net amount due the publisher when an agency takes commission and cash discount off card rates, why does it make no difference which discount comes off first—the 15 per cent or the 2 per cent?

In other words, considering the

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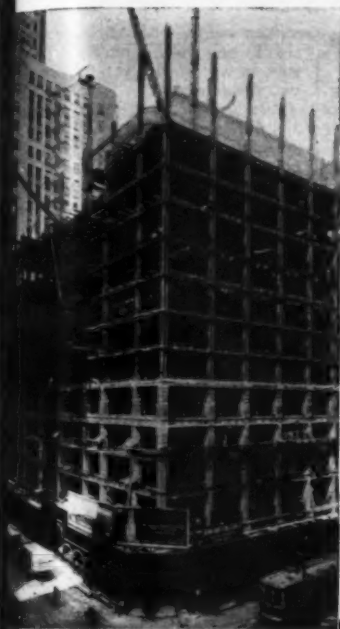
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Building Manager on the job long before this photo was taken

Photo shows start of
Steel Framework on
No. 1 LaSalle Street Building,
Chicago, Ill.
M. M. Vitthum & Co.
Architects
L. J. Sheridan & Co.
Managers

EVEN before the old building had been wrecked to make way for the new No. 1 LaSalle Street Building, Chicago, Leo Sheridan, of L. J. Sheridan & Co., had been appointed to manage the building. Mr. Sheridan was head of the committee of building owners and managers which met in conference with architects to discuss plans, materials and equipment. This is the procedure building owners follow. They seek the advice of experienced building managers who know what materials and equipment should be used. It is logical that a building manager should serve in this capacity since he must operate the building at a profit after it has been completed. If your product is used for new construction or remodeling of office, apartment and commercial buildings, sell the building owners and managers through their business paper, **BUILDINGS AND BUILDING MANAGEMENT—A.B.C.** guaranteed paid circulation.



PORTER-LANGTRY CO., Publishers

Member A.B.C. 139 NORTH CLARK ST., CHICAGO Member A.B.P.
Eastern Office: 100 East 42nd St., New York City

Sales Executive Needed

THE MANUFACTURER—Largest in its field; highest financial standing; long record of vigorous growth; still rapidly expanding.

THE PRODUCT—New and adequately proven; extraordinarily versatile as to usage; every manufacturing plant and every new building is immediate prospect; at least 90% of existing buildings are likewise immediate prospects; possesses extraordinary patent background.

THE JOB—To quickly organize and train large selling force; present sales force limited; sales will be almost exclusively to consumers in all U. S. territory East of the Rockies; headquarters probably New York.

THE MAN—Must be sound, well balanced and with capacity to fit and to grow in fast moving, fast growing business; definitely successful record, also best character references essential; complete information as to qualifications, experience, references and salary expected in first letter.

Address "R," Box 86, Printers' Ink

Lumber Manufacturers

are reading the American Lumberman for sales ideas today as never before. Will your products help them increase sales by better manufacture or lower cost? Then, tie up your story to this dominant editorial note in the

American Lumberman

CHICAGO

Est. 1873

A. B. C.

matter as an ordinary chain discount, why does it make no difference in what order you take off the two deductions?

"But," you object, "it does make a difference!"

Furthermore, you can prove it. On a gross amount of, say, \$100 you figure, first, a chain discount of 15-2, then reverse the procedure, figure a chain of 2-15, and compare the results. Still incredulous, you experiment with a more complicated chain—say, 60-20-5 and-2½. . . .

And now that you have proved that the order in which you figure any chain exerts no effect whatever on the result—please explain why not.

The Schoolmaster put the question to the mathematical departments of two universities—Columbia and New York. Said Columbia: "The fact—if it is a fact—can be demonstrated by algebraic formula."

N. Y. U. framed its answer more fully—thus: "One of the laws of arithmetic is that repeated multiplications may be performed in any order. Thus $2 \times 3 \times 4 \times 5$ will always bring the same result, regardless of the order in which the quantities are multiplied together. Taking off a chain discount of, say, 15 and 2 per cent, really consists of multiplying the original figure—say \$100—by .85 and then multiplying the result by .98."

Q.—so it seems to your Schoolmaster—E. D.

* * *

Up to the present time the engineer has been doing most of the work and the conductor has been getting all the breaks, for it is the conductor who has always worn the uniform. If a new idea of the H. D. Lee Mercantile Company is successful the engineer will be on a fair way toward taking away some of the conductor's glory.

It is rather difficult to think of overalls as being subject to much of that process called by the mountaineers "prettying-up." The overall is a work garment and has been advertised as such. To be sure there have been numerous efforts to emphasize the fact that

A Strong New Advertising Agency for the service of New England

THE men who sign this announcement have had long and varied experience in advertising. They have successfully served almost every kind of modern business, not only in Boston, New England and New York, but in other districts of America.

Boston's oldest advertising agency

H. B. HUMPHREY CO.

Established 1886

Has merged with

OSBORNE & POWEL

In personnel, in experience and in financial resources the new company feels qualified to give an all round advertising service of a sort that has not been available in New England until now.

Henry B. Humphrey, *President*
Maurice M. Osborne, *Treasurer*
Thomas N. Metcalf, *Secretary*
Richard S. Humphrey, *Vice President*
Harford Powel, Jr., *Vice President*

H. B. HUMPHREY CO.

Incorporated

581 BOYLSTON STREET
COPLEY SQUARE BOSTON

MEMBER: *American Association of Advertising
Agencies Audit Bureau of Circulations*

Famous Radio Program AVAILABLE

IN less than ten weekly broadcasts this strikingly original, nationally famous program has become the favorite entertainment of people in all walks of life. It offers unusual dealer tie-up and probably costs less than any national program now on the air. Created, written, staged, and directed by reputable agency whose client has been forced to withdraw. Opportunity to pick ready made audience of enthusiastic consumers—

if you act now!

WIRE FOR PROSPECTUS

Address "J," Box 93
Printers' Ink

Mailing Lists

Will help you increase sales

Send for FREE catalog giving counts and prices on classified names of your best prospective customers — National, State and Local — Individuals, Professions, Business Concerns.

99% GUARANTEED by refund of 5¢ each

ROSS-Gould Co. 244N. 10th St. St. Louis

MOTION WINDOW DISPLAYS

STIMULATE SALES

WE DESIGN AND MANUFACTURE MOTION WINDOW DISPLAYS IN QUANTITIES TO SUIT YOUR INDIVIDUAL NEEDS

INFORMATION ON REQUEST

THE AMERICAN DISPLAY COMPANY

Door-Knob Envelopes

for FIRST CLASS house-to-house DISTRIBUTION

Send for SAMPLES and Price List!

CHAMBERLAIN STENOGRAPHIC

Makers and Sole Distributors

276 W. 4th St. N. Y. N. Y.

certain brands of overalls will keep their shape and will not become shabby, but the general thing is to stress strength, wear, ruggedness and all those qualities which suggest durability under hard usage.

Lee, however, decided that the railroad man who wears overalls is just as proud of his connection with his railroad as is the man who wears a brass-buttoned uniform. Therefore it recently introduced a new idea which makes it possible for the railroad man who buys Lee overalls to carry the emblem of his road. The emblem is woven and is placed in a conspicuous place on the garment.

Says the company in one bit of copy:

Pride in their jobs, pride in their roads, pride in the fact that they are railroad men are fine national characteristics of your true American railroader. This same proud spirit backed by indomitable skill and courage has made our railroads supreme in the world today.

Appreciating this wonderful spirit and what it really means, Lee now introduces Lee railroad "emblems" on Lee railroad overalls, union-balls and jackets. You may now buy your favorite Lee with your railroad's emblem in full colors on bib or sleeve.

An interesting added touch is that the company is also making emblems for boys' overalls so that the railroader's son may have his emblem, too. Thus each advertisement carries a picture of father and son attired in overalls suitably fitted with emblems. In order the workers not employed by railroad shall not be able to get the emblems and thus cheapen them in the eyes of the real railroader, the company points out in its advertisement that the railroad man who wishes an emblem for himself or son must first show his card to the dealer.

* * *

Since the Schoolmaster has children reaching the age of twelve in 1930 his interest in the Eastman Kodak Company's offer to give away 500,000 cameras to 1930 twelve-year-olds is purely academic. There is, of course, a certain spectacular character in the offer which appeals strongly to him, but, oddly enough, the thing which

Cigar Account for Wide-Awake Agency

The Triple Action Cigar Company, Chicago, maker of smokeless cigars and cigarettes, has appointed the Wide-Awake Advertising Agency, Inc., of that city, to direct its advertising account. This company plans to spend \$1,000,000 this year for a campaign featuring its Smokeless cigars.

How do advertising agencies get new accounts?

Marry the president's daughter. . . . Belong to the same fraternity. . . . Have the same hobby. . . . Alas! That's the way some people think they are obtained. . . . But there is a scientific way. . . . A method that will not only get new accounts but the kind of accounts that stick.

Old Aesop Glim knows how to do it. . . . And he tells you how in this issue, on page 89.

It is the second article in his new series on the why and the how of the advertising agency.

It will interest almost every advertising man. . . . Particularly advertising agency men. . . . But especially will it kindle a flame in the heart of every young advertising man with his eyes on the account executive's door. . . . Your name will be painted on that door sooner if you mail this coupon.

PRINTERS' INK, 185 Madison Ave., New York

I want Printers' Ink — especially Aesop Glim — to tell me the things an account executive must know. Start my subscription with the April third issue containing old ink's first agency article — and send me a bill for \$3.

Name _____
Address _____ City _____
Business Connection _____

Trade Paper Copy

Would like to communicate with a specialist in trade-paper copy for part-time consultation.

Charles B. Coxhead

Marketing and Merchandising
11 West 42nd St. Penn. 9760

I WANT A POSITION AS

Chicago manager representing a first-class publication. Successful producer for 8 years with last publisher. Have built up a valuable prestige among agencies. Salary and expenses with bonus arrangement.

S. M. KERR

6553 Harvard Ave. Chicago, Ill.

For HOUSE MAGAZINES And TRADE JOURNALS

STORIES by Best-Known Writers
ARTICLES by Foremost Authorities

Editors' Inquiries Invited

WILLIAM GERARD CHAPMAN

(Est. 1903)

334 So. Wells St., Chicago, Ill.

Jingles — in advertising

insure the reading—whether display or in literature. They attract, appeal and convince. Free sample verse with plan for use. Send complete data with your own ideas. No obligation. Address "D," Box 239, Printers' Ink.

\$5200 A YEAR

will bring the Copy Chief of a large agency to the office of a national advertiser as advertising manager—or—to a successful agency that needs a seasoned, dependable copywriter.

He is twenty-six, single, a Christian, university trained and has substantial reasons for his willingness to leave his present position at a considerable reduction in salary. "L," Box 94, P. I.

appealed most was the company's explanation of why the gift is being made. Here is the explanation quoted from an Eastman advertisement:

Sentiment. As a token of appreciation to the grandparents and parents who for fifty years have played so important a part in the development of amateur picture-taking in America and of the Eastman Kodak Company. To place in the hands of their children and grandchildren an admittedly important educational and character-building force.

Business. As a means of interesting hundreds of thousands more children in picture-taking. And thus to raise amateur photography, among the coming generation, to even greater heights than its present remarkable peak. For as amateur photography increases in popularity, the use of Kodak products will naturally increase with it.

So many advertisers would have been tempted to stop at the end of the first paragraph. For some reason, otherwise canny business men have the strange belief that the great consuming public will believe them philanthropists if only they shout loud enough and repeat their shouts often enough. Eastman, by its frank admission that it looks upon the giving away of a half million cameras as a business proposition as well as a philanthropy, has cut out a pattern which other advertisers in the future will do well to follow when they are overcome by the desire to give something away in the expectation that every loaf cast upon the waters will return in the form of dozens of angel cakes.

J. T. Morris Heads "Public Works"

J. T. Morris, for many years manager and treasurer of *Public Works*, New York, has been elected president succeeding S. W. Hume, who has retired from active participation in the business. Mr. Hume was president of the magazine for more than twenty years.

W. A. Hardenbergh, associate editor has been made vice-president. M. E. Phillips, who was formerly associated with *Public Works* as Western advertising representative, has again joined the organization in the same capacity, with offices at Chicago. He succeeds F. C. Vignerie, who has been made Eastern advertising representative at New York. S. N. Hume continues as advertising representative in the Central district.

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First District Executive Board Maps Seasonal Program

The executive board of the First District of the Advertising Federation of America met last week at New Haven, Conn., with the presidents and past presidents of the advertising clubs of New England. V. Edward Borges, of Vincent Edwards & Company, New York, and governor of the First District, proposed a plan of activities for the remainder of 1930, based upon the diversification of advertising club programs to include talks on retail advertising, national advertising, radio advertising, and so on through every branch of advertising.

The executive board, on the recommendation of Mr. Borges, voted to secure the publicity plan of the New England Council and co-operate with it in "Boost New England" movement.

Each club also was requested to establish a library of advertising and marketing books for the use of young advertising people in its community.

The next meeting of the executive board of the First District will be held at Washington on May 19, in the form of a breakfast conference, at which time the meeting place and preliminary plans for the next New England district convention will be announced.

Has Buescher Band Account

The Buescher Band Instrument Company, Elkhart, Ind., has appointed Robert L. Shepherd, Chicago, to direct its advertising account.

SALES EXECUTIVE

Would like to meet a sales executive experienced in merchandising food products. One who has following among grocery chains and other large outlets. Must be Christian, 35 years or over, possess initiative, vision, organizing ability and sterling character, all of which must bear closest scrutiny. I am about to place a new product on the market which possesses unlimited possibilities and practically no competition. I have had 18 years' merchandising experience myself, but not with food products. To the party possessing the above qualifications I will offer a real worth while proposition. Address "E," Box 50, Printers' Ink.

Agency Studio Manager

Experienced man. Knowledge of all mechanical processes. To handle inside artists and all details of managing Advertising Agency Studio. Assembling all elements of advertising pages for reproduction. State all, including salary in first letter. Address "H," Box 91, Printers' Ink.



GOING UP!

Fifteen years old and bigger and better than ever — the *Standard Advertising Register* — the Red Book. Subscribe now!

The *Standard Advertising Register* is a thoroughly dependable Service giving you the essential details about *National Advertisers* and *Advertising Agencies*. Our large force is constantly busy with revisions. We aim to keep abreast of the current changes. There is no Service so thorough or complete. Write our nearest office.

Quit Guessing - Get the Register ! !

National Register Publishing Company

245 Fifth Ave., New York
7 Water St., Boston

140 So. Dearborn St., Chicago
Russ Bldg., San Francisco

Chamber of Commerce Bldg., Los Angeles

"GIBBONS knows CANADA"

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

WANTED—Used folding box and printing machinery not over five years old including two color printing press by company with \$100,000 capital. Box 791, Printers' Ink.

Publisher's Representatives wanted by long established aeronautical trade magazine for Boston, Pittsburgh, Cleveland and surrounding territories. Give complete record in first letter. Box 786, P. I.

Addressograph and Speedamat Equipment—Automatic wrapper machine for "C" plates wanted. Box 803. Printers' Ink.

FOR SALE

Controlling interest in trade publication; established 18 months, with substantial advertising receipts and choice subscription list, for sale at reasonable price. Present small deficit could be turned into profit by expert management. Box 794, P. I.

Wanted Press Work

Bargain circulars 17½ x 22½, news print broadsides 22½ x 35, high speed Duplex rotary press work, one or two colors and black. Capacity of several million a week. Write for prices, Foster & McDonnell, 728 West 65th Street, Chicago, Illinois.

Don't Use the Mail to Contact Your Phila. Clients

You can do so personally, and economically, without the expense of a Philadelphia office. *Here is a real opportunity*; by securing the services of a competent representative, you can offer your clients personal service at small cost and effort. References assured. Box 787, P. I.

DIRECT MAIL IDEAS WANTED

We buy unique direct mail ideas on royalty basis or outright. If you have something different, original, out of the ordinary, especially ideas that can be syndicated to more than one firm, write us. Real opportunity to turn your ideas into cash. Box 785, Printers' Ink Chicago Office.

EMPLOYMENT SERVICES

A. K. OSTRANDER

(Agency)

PLACEMENT SPECIALISTS

505 Fifth Ave., New York City
Murray Hill 3569

**THE MODERN WAY TO
ACQUAINT THE RIGHT MAN WITH
THE RIGHT JOB**

Muncy Placement Service

Specializing in Advertising Personnel

Elizabeth Muncy for ten years in charge of the Employment Bureau of AAA. Her personal attention to all placements.
280 Madison Ave., New York
Caledonia 2611

HELP WANTED

WANTED—Artist-Letterer capable making direct mail layouts. Good penmanship.
Howard-Wesson Co.
Advertising Counsellors
Worcester, Mass.

WANTED—Advertising Solicitor for new, but important, growing monthly magazine going to the decorative trade. An unlimited opportunity for an energetic man who knows the field and can start with a small drawing account. Man also wanted to conduct subscription campaign. Box 805, Printers' Ink.

TYPOGRAPHY DIRECTOR—Excellent opening for artistic man with excellent ability to take charge of high-grade modern composing room. Monotype and linotype equipment. Twelve compositors. Ideal working conditions. State age, experience and salary expected. Hallock Press, 501 Washington St., Buffalo, N. Y.

WANTED

Junior Credit Assistant

We have an unusual opportunity for young man or woman, well educated, of likable personality, who has had credit and collection experience. The person wanted must be able to write credit letters that will bring results. Salary modest start with, advancement automatic, commensurate with ability to perform. Box 799, Printers' Ink.

POSITIONS WANTED

Stenographer-Secretary—Experienced magazine, advertising and sales office. Efficient in handling detail; able correspondent; Protestant; salary \$30.00. Box 797, Printers' Ink.

ARTIST

Free lance. Illustration, Lettering, Layout, Retouching—all mediums. Agency and direct accounts. MacMartin, 33 46th St., New York. Phone: Bryant 04

Advertising Assistant—Is there an opening in your organization for a young man, 23, university graduate, with original ideas who has had 2 years' experience in writing promotion, copy, with last woman's publication? Box 792, P. I.

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FIGURE MAN AND DESIGNER—desires connection for 4 months or more. 15 years' agency and litho shop experience. Protestant. \$90 per week. Box 794, Printers' Ink.

ARTIST WANTS FREE-LANCE WORK from advertising agency; modern layout, design, lettering, illustration, color. Myron X. Jonas, 154 Nassau St., New York City. Beckman 7425.

ADVERTISING ASSISTANT—Age 24. Interested in making industrial connection. Eight years' retail copy and layout background. Salary and location optional. Write Box 796, Printers' Ink.

You or Your Client may be seeking a banker, sales and advertising man, 29, university graduate, with consistently successful marketing experience. Box 790, Printers' Ink, Chicago Office.

ADVERTISING SALESMAN—Have had several years of experience on leading newspapers and magazines. Can give satisfactory references as to ability and character. Box 802, Printers' Ink.

ARTIST, young woman, nine years' advertising experience, desires space with advertising concern offering opportunity to do free-lance work and carry on own accounts. Box 795, Printers' Ink.

is in—Christian college man, 27. 3 years sales. Plus 3 years promotion, statistics, copy, circulation manager. Space salesman accustomed tough medium. Moderate salary. Box 788, P. I.

LAYOUT ARTIST—Young woman experienced in national and direct-by-mail advertising desires position in Chicago agency or westward. Moderate salary. Box 789, Printers' Ink, Chicago Office.

Editor—Young university graduate, 7 years' magazine, newspaper, publicity experience; plan features, write, make-up, trade or general magazine, house organ; available management charge. Box 793, P. I.

COPY WRITER, VISUALIZER, ARTIST—unusually high-grade (combination) man; 10 years' N. Y. largest agency experience creating prominent National and Direct Mail campaigns; \$125 weekly. Box 800, P. I.

IDEA ARTIST WISHES POSITION Experienced direct mail, layout, posters for silk screen. Unusual color and wash techniques. Moderate salary. Box 798, Printers' Ink.

ARTIST space wanted in agency by high-grade free-lance letterer and layout man. Box 804, Printers' Ink.

The Orient—

If you are interested in introducing your goods or increasing your sales in China, Japan or India, get in touch with me. You can profit from my knowledge of marketing there, the result of over twelve years of successfully merchandising the Orient. Box 801, P. I.

STATEMENT OF THE OWNER-SHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, OF PRINTERS' INK, published weekly at New York, N. Y., for April 1, 1930.

STATE OF NEW YORK,
COUNTY OF NEW YORK, ss:

Before me, a Notary Public in and for the State and county aforesaid, personally appeared John Irving Romer, who, having been duly sworn according to law, deposes and says that he is the editor of **PRINTERS' INK**, and that the following is to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication: for the date shown in the above caption required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are: Publisher, Printers' Ink Publishing Co., Inc., 185 Madison Ave., New York, N. Y.; Editor, John Irving Romer, 185 Madison Ave., New York, N. Y.; Managing Editor, R. W. Palmer, 185 Madison Ave., New York, N. Y.; Business Manager, David Marcus, 185 Madison Ave., New York, N. Y.

2. That the owners are: Printers' Ink Publishing Co., Inc., 185 Madison Ave., New York, N. Y.; John Irving Romer, 185 Madison Ave., New York, N. Y.; K. N. Romer, 185 Madison Ave., New York, N. Y.; Richard W. Lawrence, 185 Madison Ave., New York, N. Y.; R. E. Lawrence, 185 Madison Ave., New York, N. Y.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: There are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than as so stated by him.

John Irving Romer, Editor.

Sworn to and subscribed before me this 25th day of March, 1930.

Eugenia Peers Hiscano.

Notary Public, City of New York.
(My commission expires March 30, 1931.)

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Present the Big Idea

Good Will grows when the salesman knows. He needs to get the big idea.

Lighted pictures of the right kind make it easy to give him your picture of every point in your business.

Fifteen years of experience has highly developed the skill of this organization in making other people's ideas plain to their employees and their dealers' employees.

Let us show you how successful companies are using a proven training method that costs remarkably little and is reinforced by national field service.

Every picture we have ever made has helped to accomplish the buyer's purpose.

Jam Handy Picture Service

Jamison Handy, President

6227 Broadway, Chicago

Still and Motion Pictures—Animated Drawings—Screens—Slides
New York, Chanin Bldg.—Detroit, General Motors Bldg.—
Cleveland, Hanna Bldg.—Dayton, Reibold Bldg.—Regional Sales
and Service at Principal Points Throughout the United States.

MAY 2

READERS
in 1929
WROTE
889,878 LETTERS
to the
CHICAGO TRIBUNE
Of this total
453,340
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WOMEN READERS

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Total Average Circulation, March, 1930:
835,335 Daily; 1,191,244 Sunday

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